

MODERN PACKAGING



JUNE 1939

EGR/



"**E**very once in a while someone's sales jump ahead the same way, because of a better package. In this case it was a vacuum key can; another time it may be a new development in fibre. The point is that it's usually an American Can customer . . . and even if our product *is* different, it's an asset to us to have on *our* team the people who *do* develop packaging ideas that click."

CANCO

AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.



Jim Nash designed the attractive packages for McCormick & Co., illustrated. The exceptional legibility of product name, packer's name and trade mark will solve shopping problems for many consumers . . . the trade mark, "Mc," may be read as far as a package can be seen. Atop the glass containers are lithographed Phoenix Metal Caps. Their decorative quality is an asset to the outward appearance of the colorful packages . . . their sealing ability a protection to the goodness of the products within.

PHOENIX METAL CAP CO. *Plants:* 2444 W. Sixteenth St., Chicago; 3720 Fourteenth Ave., Brooklyn
Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles

MODERN PACKAGING

JUNE 1939 • VOLUME 12 • NUMBER 10

IN THIS ISSUE



NEXT MONTH

Display minded readers may look forward to a survey by the Institute of Package Research. The subject—How Major Display Users Budget Their Programs.

World's Fair minded readers may look for a group of articles on packaging operations at the Fair. You will be surprised to see how much packaging is actually going on in the Flushing Meadows.

Legal minded readers will find much in the July issue on the food, drug, and cosmetic packages now beginning to appear in compliance with the new Act.

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“Shaving” Cartoning Costs

**FOR GEM HAS BEEN
REDINGTON'S JOB SINCE
“HORSE and BUGGY DAYS”**

Cartoning costs dropped sharply when a Redington machine replaced “horse-and-buggy” methods in 1918. Today this 21-year old cartoner is still on the job!

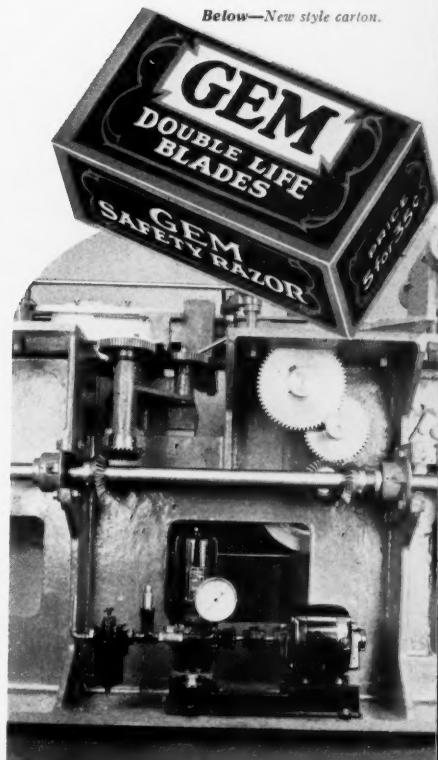
Most Gem production, however, is now handled on modern Redingtons. Their Continuous Loading Cartoning unit alone turns out well over 200 Gem cartons a minute of either the 4- or 5-blade type.

Thanks to a simplified method of feeding the blades, nearly *1200 blades a minute* can be counted by this machine. Most cartoners would crack under this terrific strain—not Redingtons! After 4 years of continuous use, this Redington is still smooth in operation, *is cheaper and easier to maintain* because of its rugged construction and balanced design.

The outstanding *reliability* of Redington Machines is due to the many improved mechanical features constantly being developed. Among them (pictured at the right) are: (1) a solid cast-iron base for all-important rigidity (2) simple, sturdy mounting of self-aligning main shaft roller bearings (3) gear—not chain—drives (4) individually motor driven vacuum pump of ample capacity.

Perhaps a Redington Packaging Machine like this would help you ease packaging loads in your plant, too. One of our Engineering Staff will be glad to call—without any obligation.

F. B. REDINGTON CO. (EST. 1897) 110-112 S. SANGAMON ST., CHICAGO, ILL.



REDINGTON

Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING



- No, the lady is not playing an April Fool joke on her grocer, she is merely ordering a year's supply of food for her family of five. That's what we Americans eat a year....2150 lbs. apiece.
- A great deal of this order will come to her wrapped in a KVP paper, for it is doubtful if there is a home in America into which a KVP-wrapped product does not frequently appear.
- We are specialists in ... and the world's largest makers of...food protection papers.

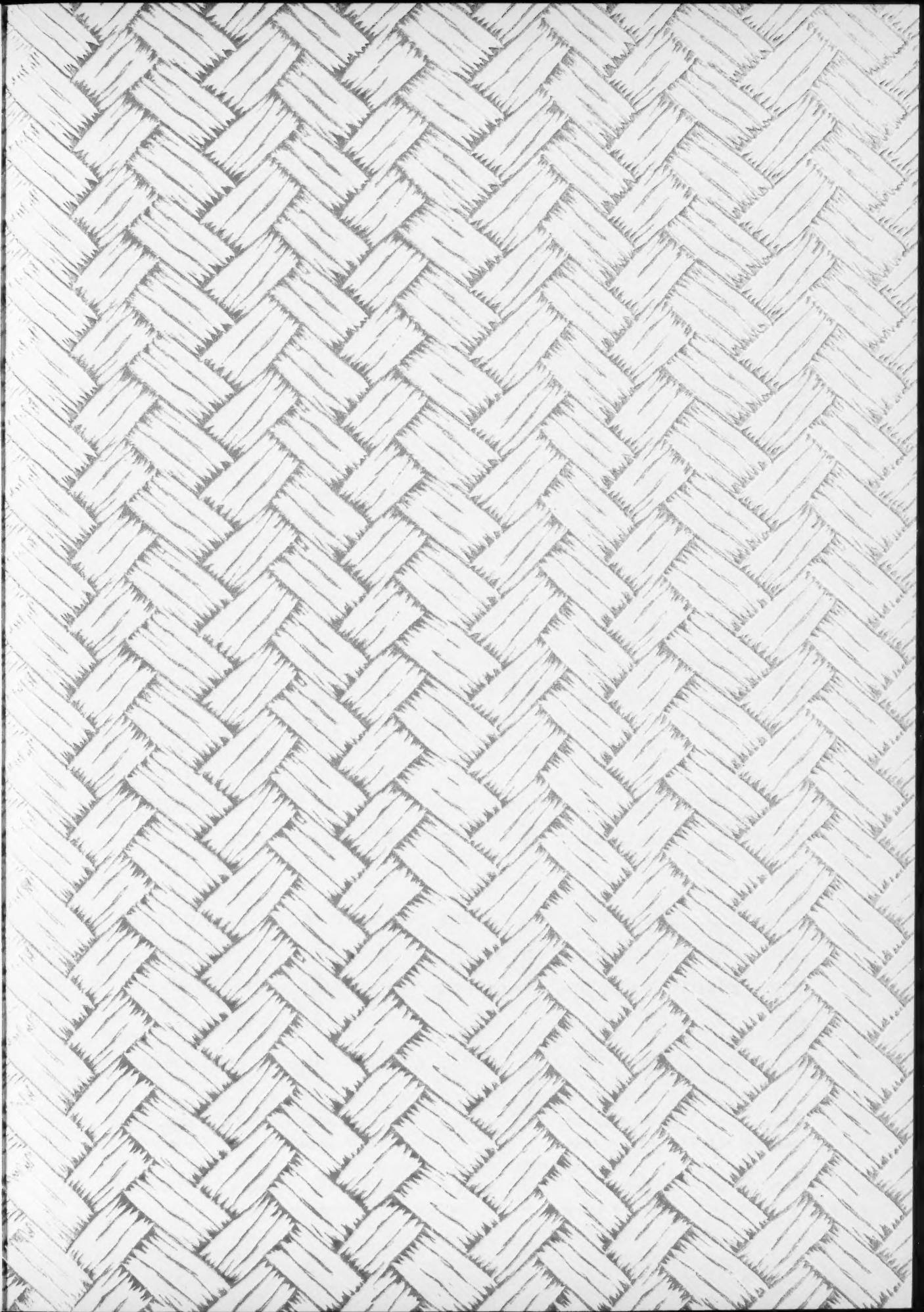
*Have you a packaging problem?
Probably we can be of help.*



KVP

FOOD PROTECTION PAPERS

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT - KALAMAZOO - MICHIGAN



BAS-RELIEF GLOSS

251

A Smudge Proof box covering, with a gloss finish suggesting elegance and quality, is this outstanding offering of Bas-relief Gloss.

A distinctive sample book of this paper in many fashionable colors is now being distributed. If you haven't received a copy, please write and you will be supplied. Sample sheets on request.

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When you need metal containers, consider the advantages CROWN offers you. Here is a complete, well-rounded service . . . experience in packaging problems, modern merchandising design, finest color lithography and capacity to handle orders of any size. And last, but not least, CROWN Service is marked by a spirit of helpful cooperation. More and more users of metal containers are finding it pays to do business with CROWN. Write us for full information.

CROWN CAN CO., PHILADELPHIA, PA.
Division of Crown Cork & Seal Co.

CROWN CANS

I N D E P E N D E N T A N D H E L P F U L

Efficiency of Simplex Boxes — Saves Time and Money

Manufacturers in many industrial and commodity groups now package their goods in

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HERE THEY ARE:—

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Shirts	Cakes and Crackers	Soaps
Sheets and Pillow Cases	Candy	Toys
Underwear	Meats	Nuts
Stockings	Frozen Foods	Tea and Coffee
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Swim Suits	Cigarettes	Drugs
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They buy and use Simplex boxes —

SHIPPED FLAT



EASY TO ERECT



A simple bend



An easy turn



Click! It locks into place!

READY FOR USE



WHATEVER YOUR PRODUCT . . . whatever your problems, a suitable one or two piece SIMPLEX box is made to meet your requirements. That is why leading firms in the textile, toy, food, and almost every other industry choose — above all others — SIMPLEX BOXES.

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Made Under License In All Parts Of
The U. S. A. And Canada



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of any of the designs pictured here or write for this portfolio of "True Blue Packaging Ideas."



FRENCH SQUARE
1/4, 1/2, 1, 2, 4, 6, 8, 10 oz.
Also Available in Crystal Clear Glass.



SQUAT JAR
1/2, 1, 2, 3, 4, 8, 18 oz.



CABINET SQUARE
1, 2, 2 1/2, 3, 4, 6, 8, 16,
32 oz.



Give your Product the Look of a
BLUE BLOOD

True blue . . . blue book . . . blue blooded. In our spoken language—and in the language of the eye—Blue has come to stand for dependability, quality, prestige.

Pictured above is one of the newer designs in Maryland Blue . . . the Chesapeake Oval. A smartly styled design—well balanced, grips securely, packs compactly, provides adequate label space. At the point-of-sale, and at the time of use, its modern lines and rich color will identify your product, speak for its quality.

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Maryland Blue
BOTTLES
AND
JARS

Sefton CAN

DESIGN TO FIT YOUR PRODUCT



Another nationally known company goes to tamper proof packages for their replacement parts and Sefton for their quality and service.

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Oklahoma City Pittsburgh Memphis Nashville Dallas Houston Salt Lake City Seattle



CLASSIQUE

With the advent of modernism taking its place in our artistic realm there continues to be a deep and sincere appreciation of the classics.

The Ancient and the New, each have a place in today's life.

The Ancient has lived because of the painstaking workmanship, the production of an artistic value that will always touch a tender cord in some of us. The modern lives because of its ease of flowing lines which must be associated with pleasing color combinations.

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Its application to special types of containers demanding beauty and elegance cannot be overlooked.

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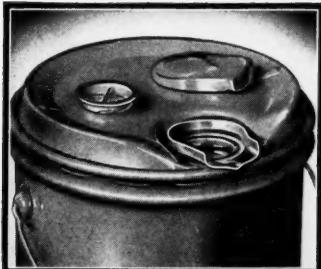
The paper upon which this inlay has been placed is of special weight and design by Keller-Dorian. Samples of Fancy Colored Papers, Velours, and Stainless Metal Foil stocks, in plain-embossed and printed finishes upon request. "Superior quality and economical prices."

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**PRODUCT
and PACKAGE
Must PULL
TOGETHER**



*It Pays
to Pack In*

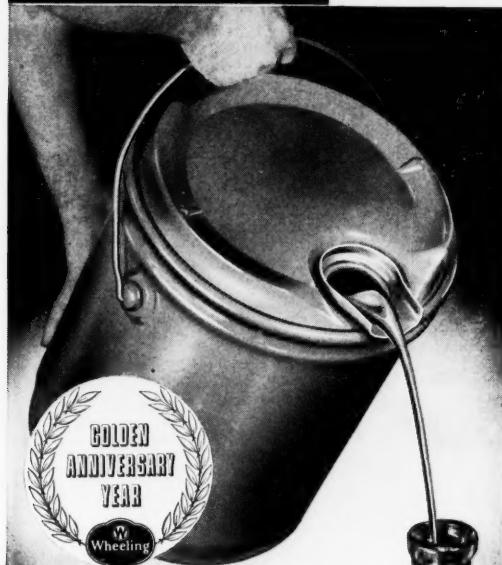


STEEL CONTAINERS

YOUR PRODUCT is judged by the type of container in which it is packed.

Modern streamlined Wheeling Steel Containers, attractively lithographed with a design of your selection are a traveling advertisement of your products as well as faithful guardians of their quality.

The tamper-proof construction of Wheeling drums and pails passes all tests required for I. C. C. specifications. Many styles of unique closures are available which facilitate use yet protect contents until the containers are entirely empty. Ask for a quotation on Wheeling Steel Containers for your products.

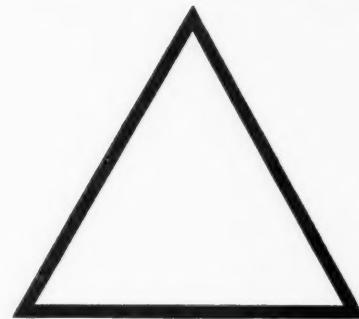


WHEELING CORRUGATING COMPANY

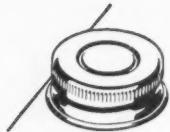
General Offices: Wheeling, West Virginia
OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

3 LINES
form a triangle

IF ..



If you run them together right, 3 lines form a triangle. And if they are combined the right way, 3 essential qualities make an ideal seal for products packed in glass. Alseco Seals provide a perfect triangle, as illustrated:



APPLICATION—Alseco Sealing Machines operate at low cost, perform with faultless precision, give great flexibility in output and sizes. Often cut labor costs.



SECURITY—High sealing efficiency is assured by the Alseco method, a seal applied with uniform pressure and tailored to fit each bottle. Leakage and evaporation are eliminated.



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Trade Mark Reg. U. S. Pat. Off.

AT YOUR SERVICE: 25 YEARS OF EXPERIENCE BUILDING QUALITY SEALS AND SEALING MACHINES



Post
Toasties

Corn Flakes

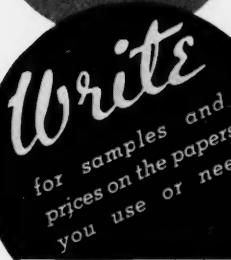
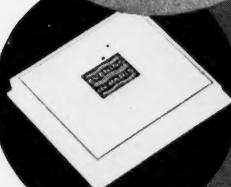
Choco

Made of Choice Oats, Barley and Rye
with Honey & Nuts



MY-T-FINE
DESSERT

BUTTERSCOTCH
FLAVOR



DIVERSITY

We'd like to show you everything . . . but it would take hundreds of illustrations and thousands upon thousands of words to tell you the *whole* story about Riegel Packaging Papers. It just can't be done in a single ad.

But we can tell you that the Riegel Mills—the largest of their kind in the world—supply almost every type of packaging paper, whether it's needed for protection, production efficiency or just downright economy.

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RIEGEL PAPER CORP., 342 MADISON AVE., NEW YORK

Riegel Papers

What's the Answer?

PUT IT IN CANS!

Instinctively, experienced production men think of cans when complex packaging problems must be overcome and production costs lowered. They know that cans are sturdier, easier to handle, quicker to fill, pack, and ship—more adaptable for modern high speed operations and, consequently, more economical in the long run.

Consider these important factors and other outstanding advantages, such as complete product protection, greater shelf-appeal—then pack your product in a quality can—made by Continental!

C There is hardly a product that wouldn't be more acceptable packaged in a can—although "knowing how" may sometimes be a matter of laboratory research or package design.

Continental offers complete facilities for determining your requirements. Call upon us anytime.

CONTINENTAL CAN COMPANY

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On the Beach OR WHEREVER YOU GO...!



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They carry powders, fluids, salts, oils, chemicals, pills, capsules, cosmetics and kindred products with complete safety and maximum convenience • Kimble Vials are adaptable to all modern types of closures — Screw Caps in Metal or Plastics, Slip Caps, Goldy Seals, Re-Seal-Its, Corks, Dropper Caps, Applicators, etc. • Let us help you to select the RIGHT KIMBLE VIAL for YOUR merchandising job!



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PROTECTION

A CONTINUED
STORY



ANCHOR MOLDED CAPS

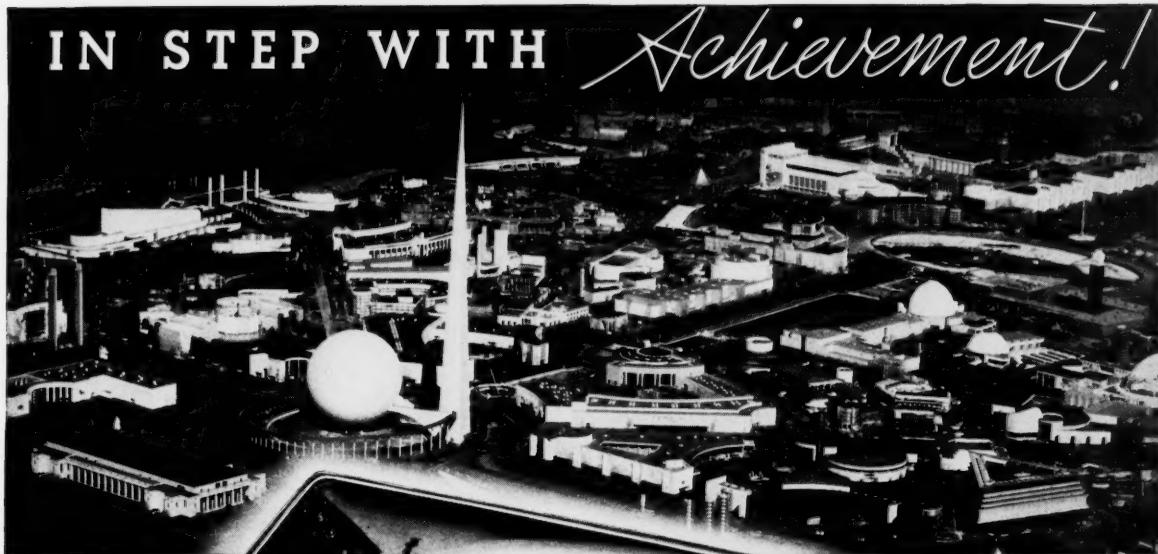
provide important advantages to manufacturers and packagers . . . their story is one of product protection . . . complete protection that continues until the product is finally used up. The method by which liners are held in place, unique with Anchor, is the answer . . . a liner retaining ledge that holds liners in place and a liner recess that allows them to rotate freely. Thereby you are assured that liners are always present, never fall out and do not stick to bottle tops. No adhesives are required. Look for this liner retaining feature, your key to sealing efficiency, when next you buy or consider the use of molded caps. Insist on it because it's a big factor in avoiding leakage or evaporation, complaints and returns, as well as promoting consumer good-will. May we send you further data and samples? ANCHOR CAP & CLOSURE CORPORATION, Long Island City, N. Y. and Toronto, Canada. Closure Division of Anchor Hocking Glass Corporation.



ANCHOR HOCKING GLASS CAPS
-an unbeatable combination

IN STEP WITH

Achievement!



STANBAER AERIAL SURVEYS, INC.



THE PACKAGE OF TODAY!



1

N.Y.W.F. To which "NATIONAL".....under
resourceful organization contributes
superior designing artistry, metal-working
talent and color-lithographed decoration.

NATIONAL CAN CORPORATION

SUBSIDIARY OF MCKEESPORT TIN PLATE CORPORATION
EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY
Sales Offices and Plants • NEW YORK CITY • BALTIMORE • WASPITH, N.Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

JUNE 1939 15

Style up your line for Leadership

WITH SALES-WINNING GLASS CONTAINERS

DISTINCTIVELY styled glass containers go hand-in-hand with sales leadership. That's why so many manufacturers of glass-packed products who want a head start in the race for consumer preference bring their packaging problems to Armstrong.

Armstrong's Glass Containers are made of crystal-clear glass to give your product maximum visibility. Uniform capacity, accurate dimensions, and precision

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ARMSTRONG CORK COMPANY

SYLVANIA CELLOPHANE is "Quality's Best Attire"



Miss Saylor's charmingly styled, colorful cartons of quality confections, as shown above, are wrapped in Sylvania Cellophane for their protection and the protection of their contents. ¶ Sylvania Cellophane adds brilliance, vitality and enhancement of color to the cartons. Cellophane-wrapped candy cartons always capture the preference of customers. They create sales

appeal. ¶ In the close wrapping of candy products, Sylvania Cellophane is of great importance. The candy manufacturer rightfully depends upon it for its display value and because it keeps the candy fresh and flavorful. ¶ Quality packages or products wrapped in Sylvania Cellophane will set a standard for the discriminating buyer who recognizes quality and individuality.

Sylvania Cellophane is "Quality's Best Attire"

Manufactured since 1929 by

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Executive and Sales Offices: 122 East 42nd Street, New York — Works: Fredericksburg, Va.

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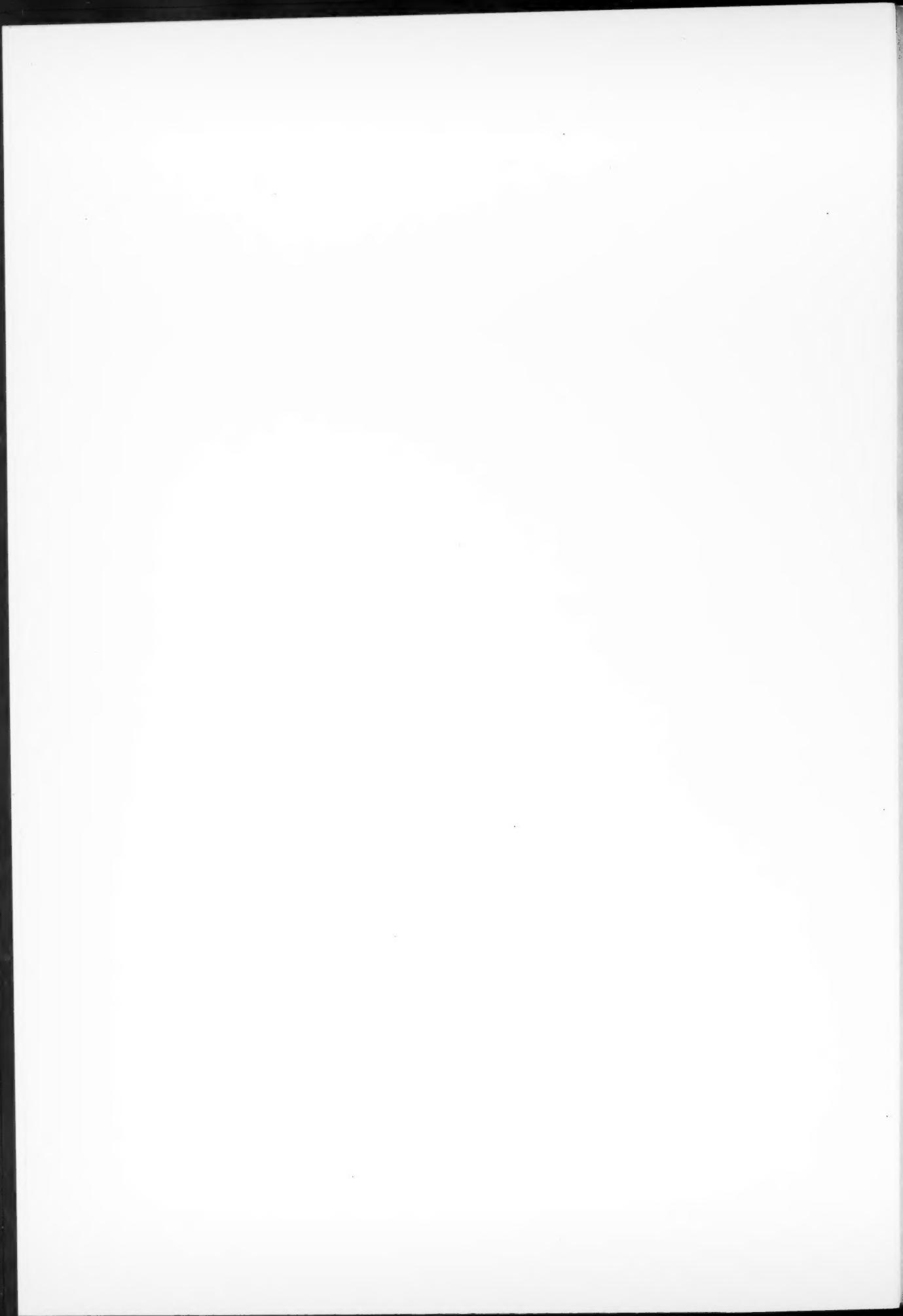


Pacific Coast:

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Offices & Warehouses in Principal Cities

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Here at last is the Paragon of Premiums . . .

The New BATTER SIZE FEDERAL SERVER

for Batter, Iced Tea or Water, Cocktails, Syrups, and Toppings



Nationwide Sale at \$1.75 Pre-proves its Pulling Power as Your Premium

Today, all over the U. S., Mrs. America is asking for it . . . and paying \$1.75 to get it. Introduced in gift shops and housewares departments from coast to coast just two weeks ago, it's already a smash hit.

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They dispense a quart-and-half of waffle or pancake batter, iced tea or water, cocktails, syrups, creams, etc., and are chrome plated, with gay Catalin handle and graceful jar.

Investigate today this new sure-fire premium!

FEDERAL TOOL CORPORATION

400 NORTH LEAVITT STREET

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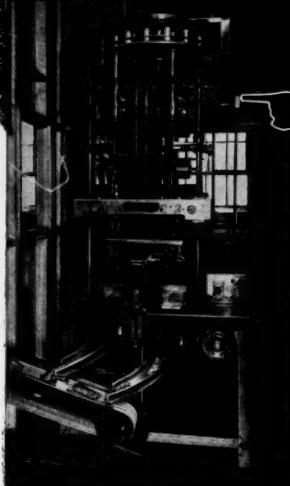
If you require
STEEL RULE
for any purpose the
logical source is . . .
HELMOLD'S
the standard for 50
years, due to Quality,
Uniformity, Durability,
Accuracy.

J. F. HELMOLD & BRO., Inc.
1462 Shakespeare Avenue, Chicago

Trix KEEPS FRESHER CRISPER

IN Pliofilm

AUTOMATICALLY WRAPPED AND SEALED by this high speed packaging machine built by STOKES & SMITH CO., PHILADELPHIA, PA.



IF YOU ARE PACKAGING—

- Candy
- Crackers
- Cakes
- Cookies
- Cigars
- Cigarettes
- Coffee
- Pretzels
- Tobacco
- Popcorn
- Marshmallows
- Drink Powders
- Potato Chips
- Dried Fruits
- Nut Meats
- Pharmaceuticals

— it will pay you to investigate
Pliofilm



TRIX is a new crisp "bubbled corn" confection—the Pliofilm* inner wrapper that safeguards its flavor is a new trick in packaging. This odorless, tasteless, transparent wrapping material is moisture-vapor-air-tight—it keeps moisture-hungry products from absorbing moisture; keeps inherently moist goods moist.

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If you have a packaging problem let us show you how *you can do it better with Pliofilm!* For samples and information write: Pliofilm Sales Department, Goodyear, Akron, Ohio.

A Centennial Product of The Greatest Name in Rubber



THE GREATEST NAME

IN RUBBER

GOOD YEAR

*Trademark of The Goodyear Tire & Rubber Company

WARNERCRAFT

THE FINEST WORD IN PACKAGING

Holiday and Christmas Packaging

That shows the actual merchandise through

TRANSPARENT COVERS or COMPLETE BOXES.

It is a new, practical feature of

WARNERCRAFT Packaging.

You have the opportunity for

Exquisite holiday packaging

Combining color with transparency

If consideration is not delayed but

STARTS NOW.

DESIGN

We maintain full time designers skilled in the art of creating and developing modern packages and displays.

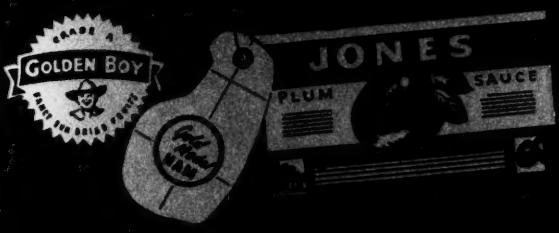
THE WARNER BROTHERS COMPANY

BRIDGEPORT

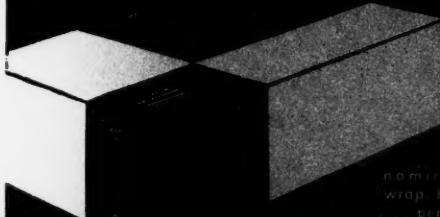
200 Madison Ave, New York

CONNECTICUT

ASHLAND 4-1195



2 BOX WRAPS



OLD TAVERN
Gold and Platinum Box Covering is just the thing for an economical metallic box wrap. Has beautiful sheen and perfect coverage.



4 CATALOG COVERS



OLD TAVERN Gold and Platinum in cover weights make brilliant yet thrifty catalog covers. They stay flat, retain their satiny luster for a long time.

This Sheet is OLD TAVERN Gold Cover Heavy

OLD TAVERN is a proven economical metallic paper with many virtues of Pyroxylin coating. It is made in Gold and Platinum, gummed and ungummed label, also Regular and Heavy-weight cover.



McLAURIN-JONES CO.

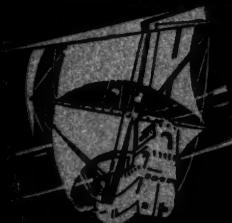
BROOKFIELD, MASSACHUSETTS
NEW YORK • CHICAGO • LOS ANGELES

7 Profitable Uses

For McLAURIN-JONES
OLD TAVERN
METALLIC COATED PAPERS



6 BOOK JACKETS



Golden Galleon
HOWARD EVANS-BURKHARDT

Very often the brilliance and lustre of Bookjackets printed on OLD TAVERN Gold or Platinum ungummed label, forms a close alliance between the title of the book and the subject matter. For the unusual — use OLD TAVERN!



Y
UT
195

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Chattanooga, Tenn.	Bond-Sanders Paper Company	Omaha, Neb.	Field-Hamilton-Smith Paper Co.
Chicago, Ill.	Dwight Brothers Paper Company Midland Paper Company James White Paper Co. Chicago Paper Company	Pacific Coast	Zellerbach Paper Company
Cincinnati, Ohio	The Diem & Wing Paper Co. The Cincinnati Cordage & Paper Co.	Paterson, New Jersey	Paterson Card & Paper Co., Inc.
Cleveland, Ohio	The Alling & Cory Company	Philadelphia, Pa.	Garrett-Buchanan Company A. Hartung & Company The J. L. N. Smythe Company
Columbia, S. C.	Epes-Fitzgerald Paper Company	Pittsburgh, Pa.	The Alling & Cory Company
Dallas, Texas	Graham Paper Company Southwestern Paper Company	Portland, Maine	C. M. Rice Paper Company
Dayton, Ohio	The Cincinnati Cordage & Paper Co.	Providence, R. I.	R. L. Greene Paper Co.
Detroit, Michigan	Butler Paper Company	Raleigh, N. C.	Epes-Fitzgerald Paper Company
El Paso, Texas	Graham Paper Company	Richmond, Va.	Epes-Fitzgerald Paper Company Virginia Paper Company B. W. Wilson Paper Company
Greensboro, N. C.	Dillard Paper Company, Inc.	Rochester, N. Y.	The Alling & Cory Company
Greenville, S. C.	Dillard Paper Company, Inc.	San Antonio, Texas	Graham Paper Company
Harrisburg, Pa.	Johnston, Keffer & Trout	Springfield, Mass.	The Paper House of New England Whitney-Anderson Paper Company, Inc.
Hartford, Conn.	Henry Lindenmeyr & Sons The Rourke-Eno Paper Co.	St. Louis, Missouri	Graham Paper Company Mississippi Valley Paper Company
Holyoke, Mass.	Judd Paper Company	St. Paul, Minnesota	E. J. Stilwell Paper Co.
Houston, Texas	Graham Paper Company	Tampa, Florida	Knight Brothers Paper Company
Jacksonville, Fla.	Knight Brothers Paper Company	Toledo, Ohio	The Commerce Paper Company
Kansas City, Mo.	Birmingham & Prosser Co.	Toronto, Canada	S. W. Blake
Knoxville, Tenn.	The Cincinnati Cordage & Paper Co.	Trenton, N. J.	Central Paper Company
Lincoln, Neb.	Field-Hamilton-Smith Paper Co.	Washington, D. C.	R. P. Andrews Paper Company Virginia Paper Company
Louisville, Ky.	Louisville Paper Company Southeastern Paper Company	Worcester, Mass.	Butler-Dearden Paper Service, Inc. Chas. A. Esty Paper Company
Lynchburg, Va.	Caskie Paper Company, Inc.		
Memphis, Tenn.	Graham Paper Company		
Miami, Fla.	Knight Brothers Paper Company		

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On the left—the O-I Oval, one of a complete line of modern lightweight food containers. A volume-building salespackage that provides ample label space against a beautiful background. On the right—a modern O-I Pharmaceutical salespackage with the ultra convenient Pour-Out Finish.



● "Pink Pills for Pale People"—thus was the cry of the Medicine Man and "snake-bite" expert, used to affectionately plague the town's master of the mortar and pestle.

And Pink Pills for Pale Packages, too—the old adage modernized to cry the virtues of that bright, sparkling, attractive package, the glass container. For today, in a million retail stores and shops, the "package appeal" of glass is playing a profitable part in merchandising.

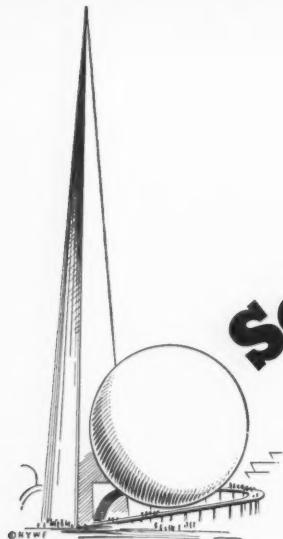
This is the Golden Age of Glass! So many improvements have been made in glass containers—are constantly being made—that it behooves everyone concerned to keep abreast of this epochal trend. That's why we believe you will find it interesting to talk with our packaging experts. No obligation is implied or entailed.

Owens-Illinois Glass Company, Toledo, Ohio.



OWENS-ILLINOIS

"FIRST IN GLASS"



See them in action at the NEW YORK WORLD'S FAIR

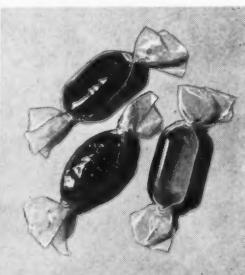
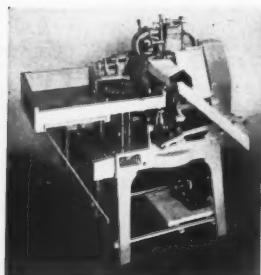
Millions will be fascinated by the deft motions of these four wrapping machines at the exhibits of the American Tobacco Company, the Continental Baking Company, E. I. Du Pont De Nemours & Co., Inc., and The Pepsodent Company.

No mere "show pieces" to attract the crowd, these machines are day-in and day-out producers in manufacturing plants throughout the country. They are but 4 of our 78 types of machines—a line which covers virtually every wrapping requirement in modern industry.

Package Machinery Company machines embody the most advanced features for speed, economy, and flexibility . . . designed with an eye on tomorrow's needs as well as today's.

*Put your Wrapping Problems up to us
Consult our nearest office*

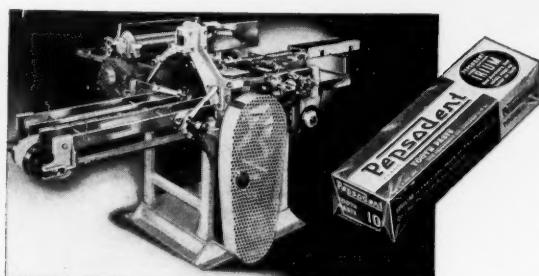
PACKAGE MACHINERY COMPANY Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES
Mexico, D. F., Apartado 2303 Buenos Aires: David H. Orton, Maipu 231
Peterborough, England: Baker Perkins, Ltd.
Melbourne, Australia: Baker Perkins, Pty., Ltd.



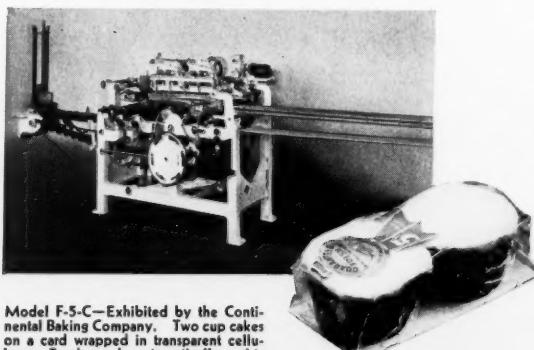
Model 22-B—At the Du Pont exhibit. Wraps hard candies or soft center pieces individually in odd and fancy shapes. Does combination type wrapping (for example, inner wrapper in foil, outer wrapper in cellulose).



Model AA—Exhibited by the American Tobacco Company. Wraps comparatively small packages in glassine, waxed paper, transparent cellulose, etc. Adjustable for different sizes. Brings all folds and laps on narrow sides and ends of package.



Model FA—Exhibited by The Pepsodent Company. A widely used carton wrapping machine—serves many different industries. Wraps an extremely wide range of sizes and shapes. Handles any type of wrapping material. May be equipped with Electric Eye for registration of printing.



Model F-5-C—Exhibited by the Continental Baking Company. Two cup cakes on a card wrapped in transparent cellulose. Feeds cards automatically. Attaches a medallion for identification.

PACKAGE MACHINERY COMPANY
Over a Quarter Billion Packages per day are wrapped on our Machines

MODERN PACKAGING

C. A. BRESKIN, Publisher

A. Q. MAISEL, Editor



THE PLANT AND THE PUBLIC

A Survey by the Institute of Package Research

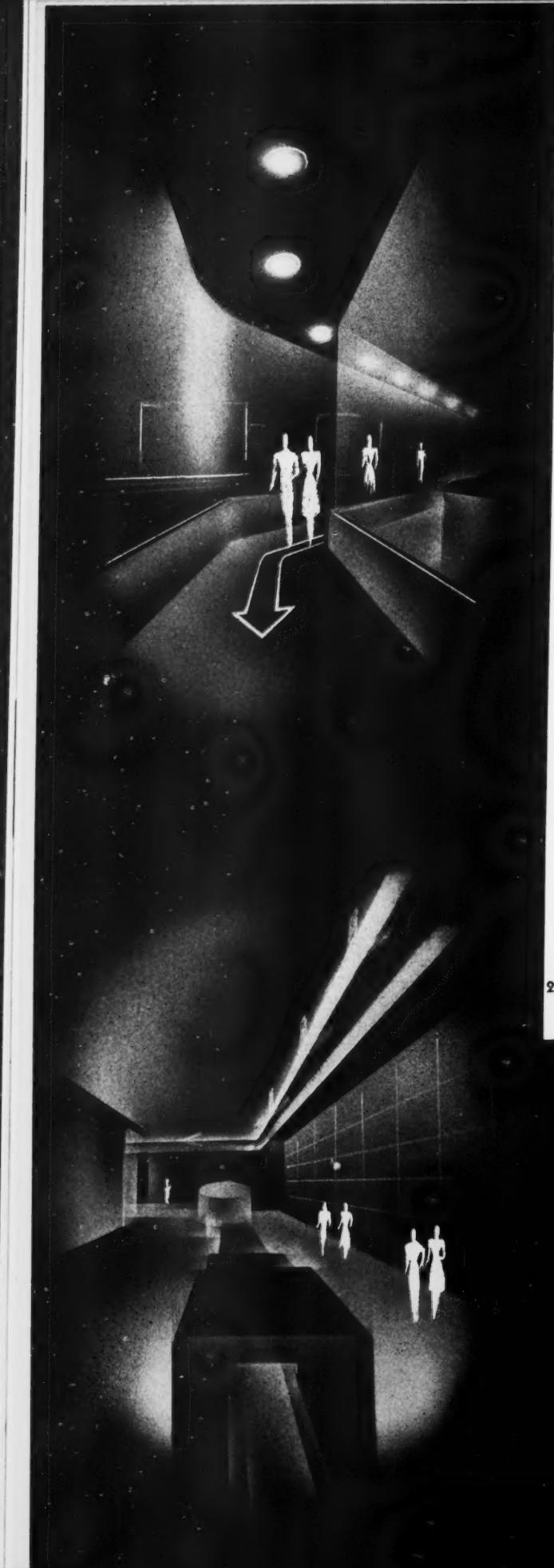
In the early days of industry, manufacturing plants were surrounded by high walls, their small windows were barred and any public curiosity as to what went on behind the walls was regarded as a prying intrusion upon the manufacturer's right to secrecy in his operations.

In more recent years, an increasing number of manufacturers have found it profitable to open their plants to some sections of the general public, or to the public at large. This development has come about for a number of reasons. On the one hand, secrecy in processing has tended to disappear and, in some industries, every part of the processing and material handling operations can be thrown open not only to the general public but even to the immediate competitors without fear of disclosing valuable secrets. In many other instances, processes have become so complicated that special secret techniques are not readily apparent to even the visitor acquainted with a particular field and thus the need for secretiveness has disappeared.

At the same time, manufacturers have found it desirable, for many reasons, to throw their plants open to the public on either a limited or an unlimited basis. Primarily, they have found that the plant is an extremely

good advertisement, particularly if it is a modern plant, producing consumer goods under attractive conditions. Food producers, for instance, have found that a visit through the plant will serve to counteract any suspicions the visitor may have had as to the purity or the cleanliness of the product. A view of the extensive operations which the food product must undergo in processing and packaging frequently serves to convince the visitor who once felt the price of the product to be rather high that in actuality the product was sold at an extremely reasonable price in view of the complicated procedure necessarily involved in its preparation for the public.

Visitors, manufacturers have found, become excellent word-of-mouth advertisers. The machines and the processes which seem commonplace to those who have worked with them day after day seem startling and newsworthy to one who is seldom granted the privilege of examining an industrial establishment. This newsworthiness results in a spread of the effectiveness of the good will created in a visitor to others to whom he or she talks about the plant and thus a comparatively limited number of visitors may eventually affect a very large group of consumers.



The newer educational theories have resulted in a strong drive on the part of elementary and high schools to acquaint their students with the nature of the industrial world and an almost endless stream of classes pass through those large industrial plants which are willing to receive them. Here again the direct sales possibilities created by such visits are far less important than the advertising values involved in the word-of-mouth advertising which the visitors carry on after they leave the plant. School children are all potential consumers entering markets with impressionable minds. Moreover they report on their visits to parents and to friends under the most favorable circumstances and thus reach actual present consumers in the market for the goods produced by the plant they have visited.

Many plants, while not welcoming the general public, find it advantageous to pay much attention to visits from specialized groups—physicians, nurses, dentists, engineers, engineering school classes, etc.—depending upon the nature of the plant, its product and its market.

Until very recent years, only a comparatively few plants made any effort to plan for the visitor. The plant was considered as primarily a production unit and no attention was paid to designing it in order to impress the visitor or for the visitor's convenience. In more recent years, however, industrial architects and manufacturers have both discovered a number of advantages in considering the visitor when planning a new plant or remodeling an old one. They have found that little or no extra expense is required to create a plant with spectacular and dramatic features serving to emphasize those points which the manufacturer wishes to put over as his message to the consumer. They have found, also, that planning for the consumer-visitor frequently results in great convenience in plant operation through reduction of accident hazards to both visitors and operators, in improvement in operative morale and in the segregation of visitor sections from production sections of the plant. Many manufacturers who would desire to be able to

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accommodate visitors in their present plants cannot do so because of lack of facilities to accommodate them without interruption of production—facilities which could have been provided at little or no extra expense if the need had been anticipated when the plant was originally laid out.

Thus in such plants as those of the Campana Sales Corp., the Lady Esther Co., McCormick & Co., Inc., Eli Lilly and Co., Hiram Walker & Sons, Inc., The Upjohn Co., National Biscuit Co., Miles Laboratories, Inc., General Foods Corp., Bristol-Myers Co. and many another, very elaborate provisions are made for the reception of visitors, for the explanation of plant processes to them, for the handling of visitors with a minimum of interference with plant operations and for the crystallization of visitor good will through the distribution of samples and the demonstration of other courtesies to visitors who come singly or in groups.

Perhaps no single plant in America today takes all, or even a majority of the steps which could be taken to insure the fullest capitalization upon the potentialities of the plant as an advertising medium. Yet almost every possible step is being taken in some plant or other, at least to a limited degree. It is particularly noteworthy to point out that very frequently the most intelligent and most thorough-going efforts are carried on at very slight expense by relatively small local corporations occupying comparatively small plants. Consider a few of the things which some companies do to handle visitors today:

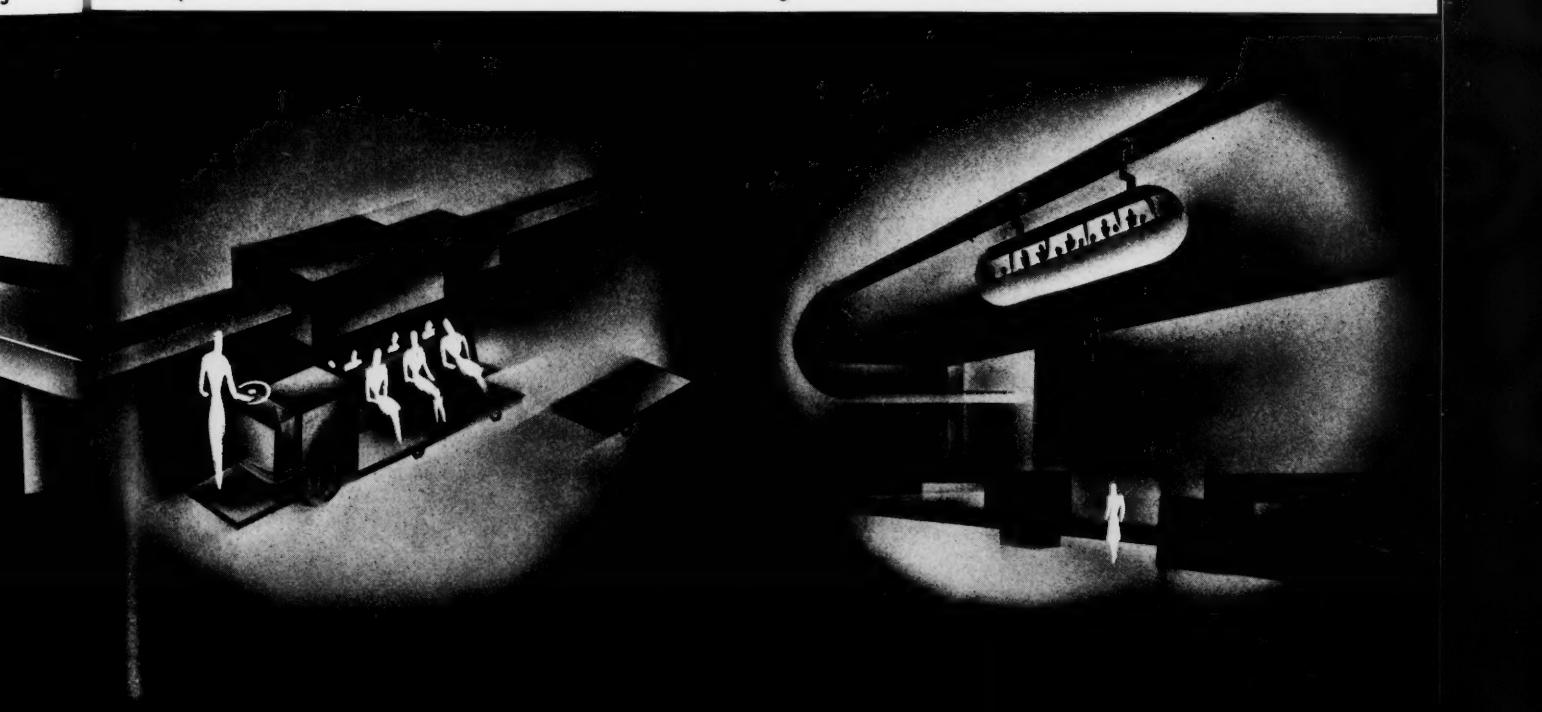
Hiram Walker's Peoria distillery maintains an educational department which handles regularly conducted tours of visitors and which guided approximately 12,000 visitors, excluding commercial callers, through the plant during 1938. This department works closely with the Peoria Association of Commerce which informs the company of conventions which are planned to be held in Peoria. Such conventions are invited en masse to visit the plant. In addition, newspapers are checked for

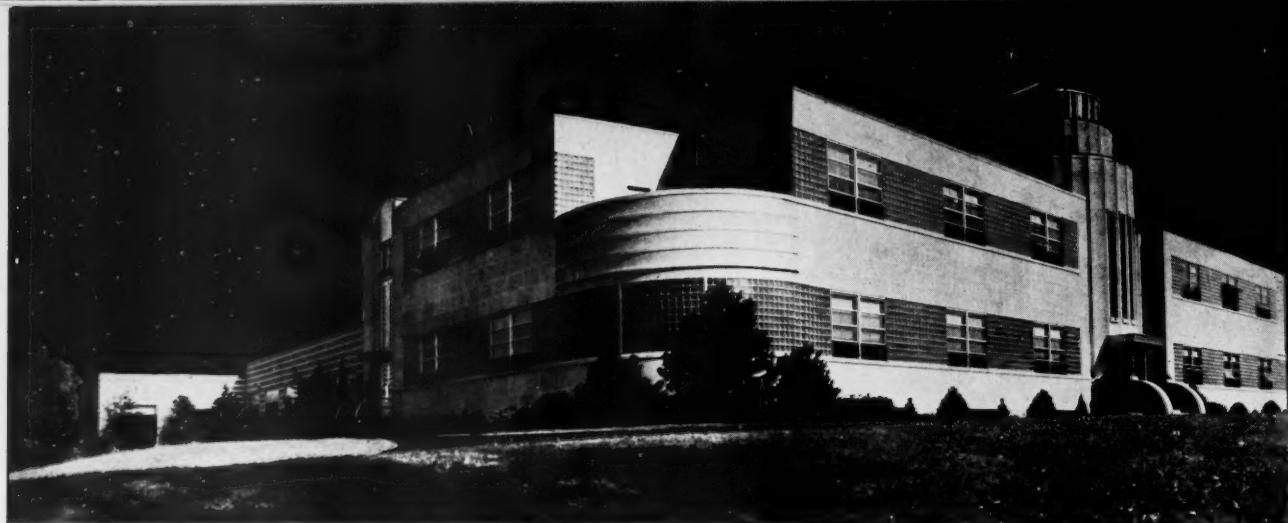
special meetings in Peoria and vicinity, and cards in every hotel room in Peoria invite the guests to visit the plant. Uniformed attachés and specially trained guides conduct visitors on their tours in groups of 8 or 10, all guides being college graduates in engineering. An air-conditioned lounge and auditorium is maintained for visitors who are frequently supplied with refreshments and with recipe booklets and other good will material.

The Norwich Pharmacal Co. welcomes individual visitors and organized groups, such as county medical societies or groups of retail druggists. Plant officials conduct these through the various manufacturing departments and both samples of products and a booklet regarding the plant are given to visitors.

National Biscuit Co. maintains visitors' reception rooms at its New York plant and a corps of trained guides. Visitors under the age of 14 are not encouraged and the size of groups is limited to an approximate maximum of 15. A pound carton of cookies is given each visitor.

1. Architects and engineers, planning new packaging plants or remodeling old ones, find it a relatively simple problem to incorporate means of aiding the segregation and circulation of visitors and of achieving dramatic and impressive effects at the same time. Three of the simplest and most inexpensive of these means are shown in Fig. 1 in the form of glass-walled corridors with directional rows of lights or directional floor insets as alternative means of guiding the visitor from step to step through the plant. 2. New forms of lighting devices tend to provide lines rather than spots of light. They thus lend themselves readily to dramatic use as directional guides indicating either the visitor's path or the flow of materials through intricate processes in a plant. 3. The overhead observationway has numerous advantages and may be as simple or as elaborate as plant and pocketbook will allow. To the visitor, it provides a birdseye view of widespread operations while making certain that no interference with routine factory operation occurs because of the presence of visitors. 4-5. Standard means of conveying materials in large plants, such as the tractor and skid platform and the overhead trolley, can on occasion be adapted as means of conveying and controlling visitors as well.





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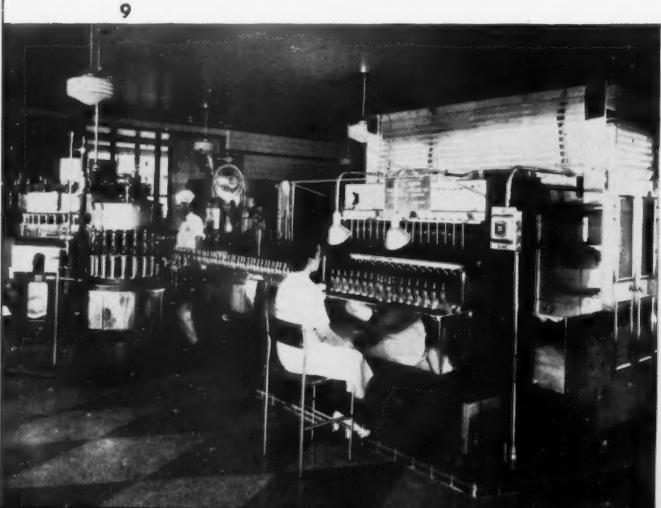


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6. Situated on a main road and on a slight hill, the new Cincinnati Coca-Cola Bottling Co., Inc., has been carefully designed to attract passersby to and through its main entrance, leading to a glass-walled lobby through which a clear view of the main bottling room is provided. 7. The Oakland, Calif. Shredded Wheat Baker is situated on a well-traveled interurban line. What could be more natural than the illuminated sign which tops the building? Photo courtesy National Biscuit Co. 8. A smaller Coca-Cola plant, typical of many, is that of the Frankfort, Ind. Coca-Cola Bottling Co., Inc. Here large plate glass windows facing a main highway are used to expose the bottling room to outside view. 9. Within the Frankfort plant, glass-walled corridors are likewise used. As in numerous bottling plants, chromium plating and bright colored paint are standard machinery decoration features. Note the chromium shield on the conveyor between the bottle washing, filling and capping equipment. Note also the uniformed attendants. 10. A guard rail was used in the bottling room of the Royal Crown Bottling Co., Inc., of Baltimore, to permit visitors a close view of the intricate machinery while affording operators ample working space. 11. A study in rapt attention. A group of visitors viewing operations from the visitors' gallery of the Shredded Wheat Bakery at Niagara Falls. Where child visitors are expected, particular attention must be paid to guard rails and other accident prevention equipment. Photo courtesy National Biscuit Co. 12. View from a supervisory observation window in the Pioneer Linen Supply Co. plant. From this window in the plant, visitors get an unobstructed view of the entire working area. Photo courtesy The Austin Co., engineers and builders. 13. Architect Ely Jacques Kahn has built this spectacular marble-walled observation center into the heart of the gigantic Jacob Ruppert Brewery in New York. Photo by Robert M. Damora. 14. Another view of the bottling room of the Frankfort, Ind. Coca-Cola Bottling Works. Note tiled walls and terrazzo floor making for both an impressive appearance and cleanliness in the plant. 15. A section of the visitors' gallery in the new press shop of the Ford Motor Co., Detroit. Photo courtesy Albert Kahn, Inc., architects.



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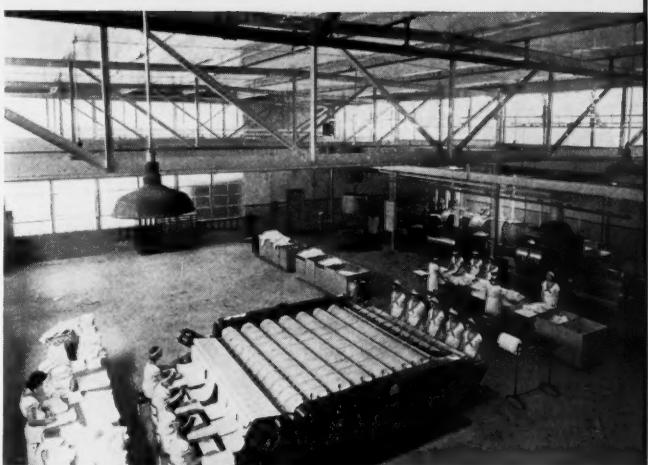
Miles Laboratories, Inc., which recently dedicated a new and spectacularly modern plant at Elkhart, Ind., used the occasion of the opening of this plant as the means of establishing a closer relationship with the general public in its community. In three afternoons during which the plant was thrown open to the public, a total of 10,500 people toured the building. This company has erected signs on main highways approaching Elkhart extending an invitation to travelers to go through the plant. Trained guides conduct the visitors through the plant and, upon leaving, visitors are given a package of the company's product plus a calendar or an almanac as a memento of the occasion.

McCormick & Co., Inc., Baltimore spice packers, maintain elaborate provision for the reception of visitors, including "Ye Old McCormick Tea House" and a tea museum. Visiting groups are conducted through the plant by junior executives of the company and each, upon leaving the plant, is given a specially prepared booklet describing the widespread activities of the organization.

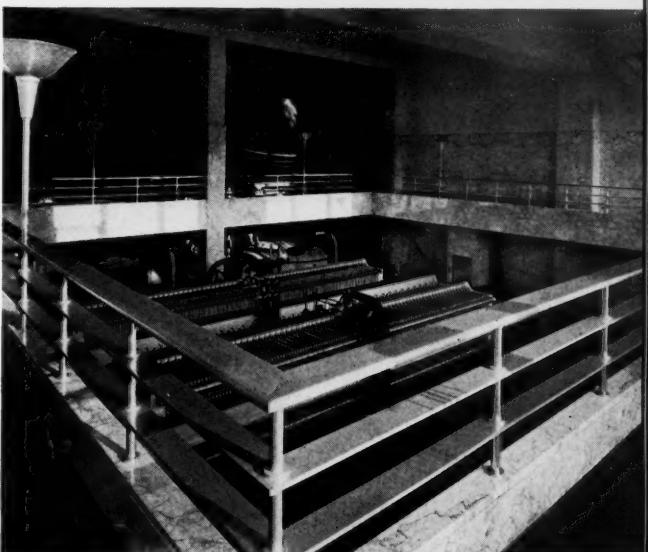
Eli Lilly and Co. reports an annual visitor registration approximating 5000, principally of members of the medical profession, pharmacists, nurses and others in allied activities. Specially trained guides utilize an 83-page guide manual which is annually revised and brought up to date. A definite routing is provided for the guides. A complete route for professional guests involves a five-hour trip through the plant and a short route for the general public takes an hour and a half. Visitor groups vary from 10 to 300, the larger parties being divided into units of 8 or 10 to permit the guide to give individual attention to questions. Professional guests are usually afforded luncheon in the Lilly cafeteria and evening programs are frequently provided, consisting of appropriate lectures on subjects of interest to such groups, frequently supplemented with motion pictures. Out-of-town guests are provided with an attractive program affording the visitor a complete schedule of his visit and serving later as a souvenir. Upon departing, the guest is presented with a case-bound book entitled "Lilly Through the Lens." So extensive have this company's activities in the handling of visitors grown, that an examination of recent records shows groups from Kansas, Michigan, Illinois, Virginia, Massachusetts, New Jersey, Kentucky, Maryland, Tennessee, West Virginia, Ohio, Wisconsin, Pennsylvania and Florida visiting the plant during the early months



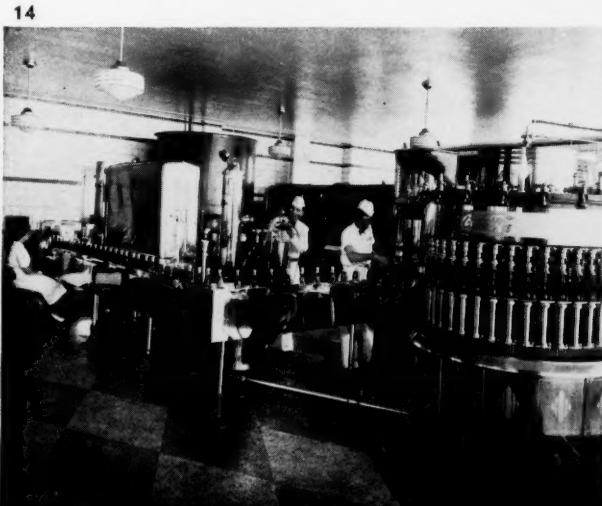
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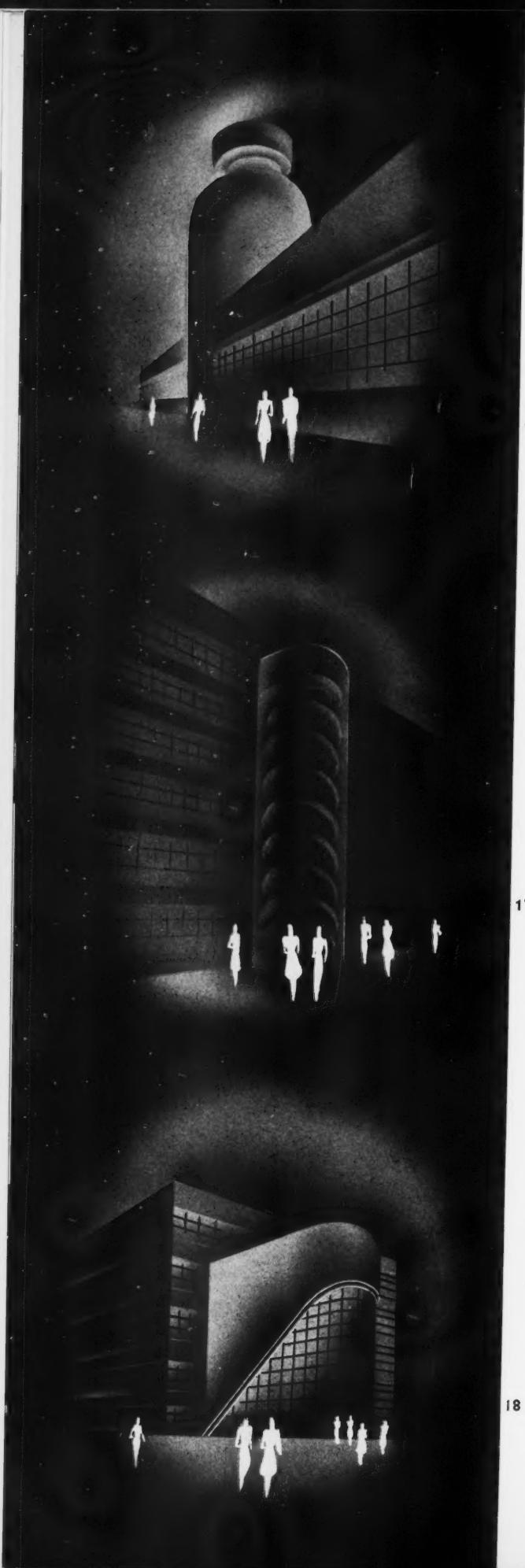
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of 1939. On one occasion, a group of students drove over 900 miles by private bus for the express purpose of visiting the Lilly laboratories. One unique feature of the Lilly activities is the provision of an exact replica of the original Lilly plant, a small brick building which has been erected alongside their new modern laboratories and which gives visitors a chance to contrast the humble beginnings of the company with the modern buildings now covering more than five city blocks.

The Post Products Division of General Foods Corp. provides visitors with guided tours of the Battle Creek plant. Each visitor completes his tour at the plant cafeteria, being afforded a dish of any one of the Post cereals and being given a guest box of sample packages of products manufactured at the plant. Other plants of the company handle groups in a more informal way.

The Bristol-Myers Co. sets aside Tuesday and Thursday afternoons for group visitors, with trained junior executives conducting the tours. Descriptive booklets and explanatory signs are utilized.

The list of plants conducting such activities could be infinitely extended. From the examples cited above, it will be noted that the nature of the provisions made for visitors varies greatly from plant to plant and that in only a few of the largest plants have highly planned activities been carried on. Obviously, the conducting of such planned activities requires a pre-planning of the plant for the accommodation of the visitor. Such pre-planning may be broken down into a number of problem-categories as follows:

- A. The circulation and separation of visitors from production streams.
- B. Explanation of production processes.
- C. Sampling and advertising.
- D. Dramatization of plant and processes.
- E. Promotion of the plant itself as an advertising medium.

From the point of view of the plant architect and engineer and of the production men who have to use the plant in later years, problems of circulation and separation of visitors are of major importance. These have been solved in a number of ways. In larger plants, separation is achieved through the use of separate galleries suspended from ceilings or walls. These have the advantage of affording a complete segregation as between visitors and workers in the plant and of avoiding all possibility of accidental contact between visitors and moving machines.

16. A traditional—and always effective—form of exterior dramatization is the use of a gigantic package reproduction which can frequently be worked into the plant architecture as an integral part of the design. 17. Conveyors and other equipment in motion can frequently be so designed as to permit an exterior view of the action. This is particularly true of spiral chutes which are often located in towers outside of factory buildings. These, if glass-walled, provide a strongly attractive focus for visitor interest. Bridges for inter-communication between plants located on both sides of a street likewise offer opportunities for dramatizing operations to the outsider. 18. Giant windows may occasionally be incorporated into a plant to focus attention upon some single operation or group of operations of spectacular interest. Passersby approaching these windows on foot or by motor may then be invited to further inspect factory operations.

At the same time, it insures the free use of aisles for the movement of produce through the plant and prevents contamination of the product by visitors, as well as pilferage.

From the viewpoint of the visitor, the suspended gallery permits a clear view of operations and reduces to a minimum the walking necessary to carry the visitor from one department to another.

In many plants, glass-walled corridors have been utilized to achieve a similar effect and both these devices have been found to have a good effect upon employee morale. Employees are free to attend to their work, to talk to each other, or to perform any of the normal routines of the day, without worrying about the visitors. And visitors, in turn, instead of resenting the effort at segregation, appreciate it as a measure of sanitation, visitor protection and good plant policy.

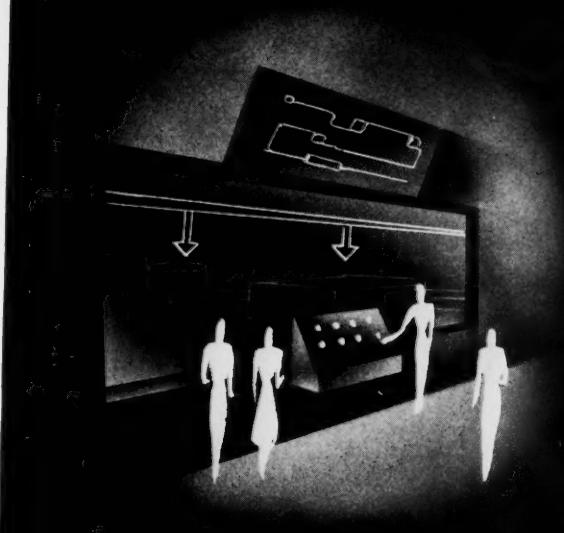
Generally, the use of suspended galleries or corridors permits the visitor of an extremely dramatic vantage point, which serves to heighten the spectacular appearance of the plant and provides a startling viewpoint of operations which might seem far less dramatic and far more drab if viewed from the production floor.

In some of the largest plants, extending over many acres, makeshift conveyances are provided for visitors, small tractor trucks being utilized. Here the technique of World Fair exhibits might, on occasion, be adopted to aid the guide in conducting and controlling his visitor group. The more spectacular the means of conducting the visitor through the plant, the more powerful will be the word-of-mouth advertising provided by the visitor upon leaving the plant.

Yet, for the smaller producer, the problems of circulating and separating the visitor need not involve any tremendous building or maintenance expense. Frequently the use of a line of lights, of chrome-plated guide rails, or of tile floor inserts, will serve to guide a group through the proper sequence of plant operations in an impressive and fully adequate manner, at a relatively low construction cost.

It is, obviously, insufficient to merely run the visitor through the plant. The very fact of the visit signifies that an educational effort is required to explain properly each of the steps being carried on in the plant. For this reason, most of the larger plants utilize trained guides prepared to answer visitors' questions, while smaller plants find it worth the time of junior—and often senior—executives to conduct visitors.

19. Numerous devices are available to permit guides to simplify and clarify their explanations of operation to the layman. Here illustrated are a guide's switchboard through which he can control neon arrows over the various machines in keeping with the progress of his explanatory talk. A lighted diagram of plant operations, shown above the corridor window, would prove of particular convenience where only a portion of all operations are visible from the observation point. **20.** On occasion, techniques for demonstrating may be borrowed from the scientific laboratory. Here shown is the artist's concept of a stroboscope, installed to permit visitors a slow motion view of intricate machinery without requiring any reduction in actual operating speeds of the machine. **21.** Illuminated signs over individual machines can be controlled by the trained guide from the observation platform.



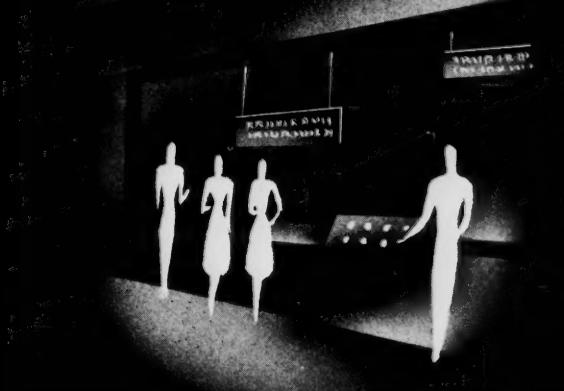
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The most obvious tool for explanatory work is a prepared talk regarding the plant, to be utilized and referred to by the guides. This, however, presents a number of dangers. If meticulously memorized by the guide and recited by rote, it may prove more confusing than informative. Nothing can prove quite as exasperating to the intelligent visitor than the inadequate and ill-informed answers of a careless guide. The delivery of a memorized talk frequently tends to become so matter of fact as to become annoying to the visitor and, hence, best practice would seem to involve the use of, first, a most intelligent guide and, second, a manual to which the guide can refer when stymied by a question, rather than a pre-digested, set speech.

In large plants, good policy requires that guides report all heretofore unanswered questions to their immediate supervisors, so that answers in keeping with company policy may be added to the question and answer manual. Such questions frequently range far afield from actual plant operations and impromptu answers by guides may be found to conflict with company policy. Visitors may ask questions regarding business relations, labor relations, sources of material, etc., and an ill-considered answer may actually destroy all the good will created by a well-planned visit.

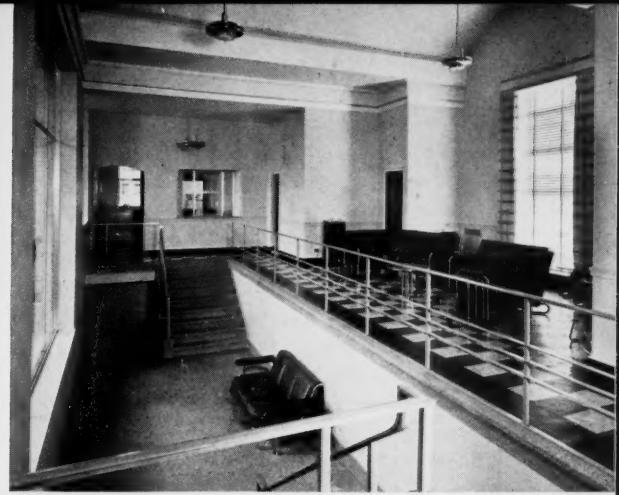
Frequently questions arise in the visitor's mind long after the visit itself is completed. For this reason, among others, many plants provide the visitor with illustrated books or booklets descriptive of the plant, of the company's products and of its activities outside of the plant. Such books have the additional advantage of widening the circulation of information regarding the company beyond the immediate circle of visitors and of perpetuating the good will created by the visit.

Frequently visitors' questions can be answered by the use of signs, charts and diagrams, suspended over machines and at other vantage points through the plant, where they may be seen from the visitors' gallery. Such diagrams may, in themselves, be dramatized by the use of illumination and by the incorporation of lights, neon arrows, and similar display tools. (*Continued on page 86*)





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22-23-24. Three views of the quarter-mile long walkway in the new 5-acre, windowless plant of the Simonds Saw and Steel Co. at Fitchburg, Mass. Suspended from ceiling trusses, this 4-ft. steel observation walk is located 11 ft. above the floor and permits visitors a complete view of all plant operations without in any way interfering with the motion of employees or materials on the working floor. Photo courtesy The Austin Co., engineers and builders. **25.** View from the observation gallery of the Cincinnati Coca-Cola Bottling Co., Inc. Note the use of large plate glass sections together with glass block to form a circular transparent wall through which all plant operations may be viewed. Inspection stations are located directly in front of this observation mezzanine and provide a central focus of interest. **26.** Through this observation window, visitors to the street level skyscraper studios of the National Broadcasting Co. in Cleveland may see the 30-ft. master control panel just a few steps off a busy street. Photo courtesy The Austin Co., engineers and builders. **27-28-29.** Three views in the new plant of the Green Spring Dairy of Baltimore. On the left is shown a visitor's eye view through a giant plate glass mezzanine window of the central processing and bottling room. Another view of this visitors' mezzanine is seen at right above. Smaller observation ports are provided to permit viewing of control laboratories and other work rooms. **30.** Even the smaller plant can make effective use of the corridor window as a means of providing for visitor control. Thus in the \$25,000 plant of Borders Pure Milk Co. at Bowling Green, Ky. numerous windows and observation ports are utilized in the tile-walled main corridor. **31.** Baltimore's Green Spring Dairy, like many another bottle plant, provides an auditorium for the entertainment of visiting groups. This particular room entertains an average of 200 women a week where they are given a talk by the Dairy's expert on home economics and then conducted on a tour of the plant.



WHAT PRICE

Flexibility?

You can build almost anything into a machine—but it's mighty hard and mighty expensive to build everything in at once

Demands are continuously being made upon package machinery manufacturers to develop and market at modest prices equipment having high productive speeds, plus a great range of flexibility as to the sizes of packages to be handled.

Flexibility can be attained and many machines of wide flexibility are now on the market. But the machinery manufacturer, working within the limitations imposed by physical laws, often finds it well nigh impossible to achieve desired degrees of flexibility without sacrificing other—perhaps even more desirable—qualities.

Modern Packaging here presents what we believe to be the first thorough-going layman's analysis of the elements governing machine design in respect to flexibility. We are deeply indebted to A. J. Sterling, Consolidated Packaging Machinery Corp.; C. H. Lambelet, New Jersey Machine Corp.; H. K. Becker, Peters Machinery Co.; A. R. Keene, Pneumatic Scale Corp., Ltd.; George Ingham, Standard-Knapp Corp. and C. E. Schaeffer, Stokes & Smith Co. for aid in gathering and preparing this article, for without their technical knowledge and long experience in meeting this problem, this survey would have been impossible of accomplishment.

The subject of machine design for packaging is one about which many volumes could be written. Undoubtedly there will be some who take issue with the conclusions brought forth on this and the following pages. Modern Packaging will be glad to open its editorial columns to further discussion of this subject on the part of machinery users, and all other interested parties.

Since the days when the first jigs and guides were developed to aid packagers in the production of their products, there has been a constant drive upon packaging engineers for means of speeding up packaging operations. This has led to the development of extremely ingenious and intricate machines, capable of producing packaged merchandise at rates of 100, 120, 150 and even, in some instances, 200, 300 or 400 units per minute.

Quite as true in the packaging field as in any other, is the fact that the purchaser constantly seeks means of lowering the cost of the items he purchases. In the case of package machinery—usually considered as a capital investment—such reductions in cost are greatly to be desired on the part of machine purchasers. Machinery manufacturers likewise are interested in achieving lowered cost, both because of the competitive situation within their industry and because of the possibilities which lowered costs open up for a substantial increase in the market for each class of packaging machine.

In recent years, a third type of demand has sprung up. Machine users, anxious to achieve the economies of high speed production, yet unwilling to undergo the capital investments and the overhead costs of installing multiple production lines, have asked manufacturers for an increasing degree of flexibility in packaging equipment.

All three of these demands, in a general sense, are

perfectly reasonable and no machinery manufacturer would categorically oppose any one of them. However, in instance after instance, experience has proved that the achievement of all three—at one time—is seldom practical. Usually both the machine purchaser and the machine producer have to decide which of the three desirable qualities will be sacrificed and which will be achieved and it is in the development of these decisions that misunderstandings have frequently arisen as between machine purchasers, or potential machine purchasers, and those who design and produce packaging machinery.

In semi-automatic, hand fed equipment, speed is sacrificed in favor of low cost, and flexibility can very frequently be introduced as a by-product. Thus, for instance, a single unit filling machine can be obtained to fill powders or certain granular products, or possibly pastes, in a wide range of quantities, filling any type of container, the operator being required to place the container on the filling plate and to trip the machine.

In contrast, an automatic filling machine, to which containers are fed automatically, requires conveyors with automatic trips. These, in turn, require adjustable guides for the various sizes, adjustable or changeable feeders, etc. Each additional change involves the expense of engineering and supplying change parts and frequently results in complications in design, making for

substantially greater initial cost of the machine.

The way in which these costs mount when extreme flexibility is demanded may be appreciated by another comparison. In "one purpose" or "limited range" machines, reciprocal motions can be kept to a minimum and very often obtained through simple mechanical design allowing for high running speeds. Inject "wide range" into the picture and a simple motion becomes an intricate one, of long strokes and provisions for adjustment—a simple crank motion may become a complicated cam motion. Motion interferences not in evidence in "one purpose" machines may become serious obstacles in wide range equipment, necessitating complicated mechanical means to attain the same results. Thus adjustability, of itself, involves the use of more machine, at any one time, to perform a given operation, or to perform a group of operations and, hence, a greater original capital investment.

Were this the only sacrifice, there would be far more highly adjustable machines in use. The introduction of wide range, in combination with a high degree of automatic performance, involves other complications which tend to increase not merely capital costs but operating expenses. Machines which have become highly complicated, due to the presence of a multiplicity of adjustable parts, tend to occupy greater plant areas. They usually have higher power consumption than more specialized, limited range machines because of the larger number of their moving parts. Most important, perhaps, is the fact that the increase in adjustability usually involves a compensating decrease in operating speeds. The problem of moving a certain number of levers and links through small strokes quite naturally permits a higher, smoother running speed than may be attained by moving the same, or even a greater number through long strokes. Thus when wide ranges are required, equipment must frequently be slowed down to get smooth operation devoid of chatter, vibrations and jerky mo-

tions. Longer strokes frequently require heavier parts and here again cost is increased and speed is limited.

Thus the demand for extreme flexibility, in some instances, may amount to a demand for a highly complicated, fully automatic machine, capable of little or no greater output than a group of low cost, semi-automatic pieces of equipment. Obviously, at this point the combination of automatic action with flexibility becomes ridiculous, since the cost of producing each unit of packaged goods would be actually higher than if non-automatic equipment were utilized.

Because of the existence of these counter-acting factors, machinery manufacturers have tended to develop different lines designed to provide varying combinations of speed and cost. One manufacturer has roughly defined these groups under four classifications:

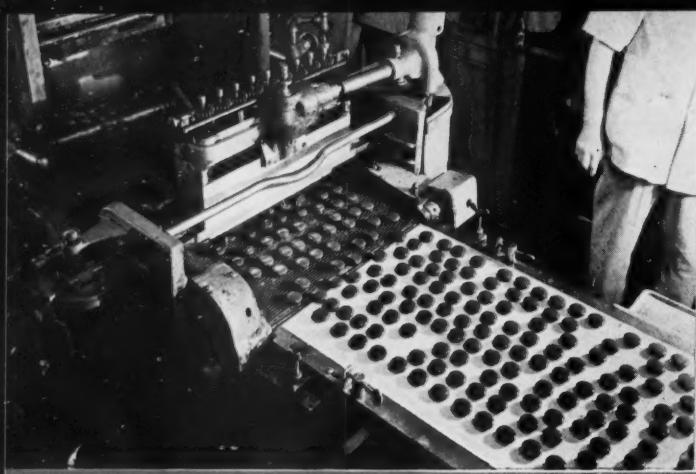
1. Hand operated machinery up to \$500 in cost with, of course, high flexibility.
2. Semi-automatic machinery up to \$1500 in cost with limited flexibility.
3. Full automatic machinery up to \$5000 in cost with restricted flexibility.
4. Super-automatic machinery over \$5000 in cost with not over two sizes of flexibility.

It will be noted that the degree of flexibility achieved is in inverse proportion to the cost, to the speed and to the "automaticity" of the machine.

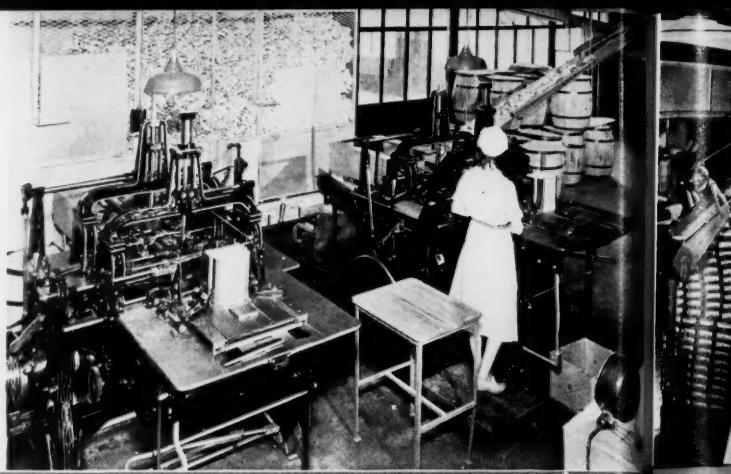
Manufacturers with extremely large volume production seldom find it necessary to demand flexibility—in any great degree—on high speed, automatic equipment. Obviously, a firm whose daily output on a non-seasonal staple requires a production in excess of 100 units per minute can fully utilize the capacity of an automatic machine without any stops for changeover.

On the other hand, there are many manufacturing companies who are faced with the need for packing a dozen different grades of a product such as coffee, which may range from the pulverized type up (*Continued on page 90*)





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MILLIONS OF CANDIES

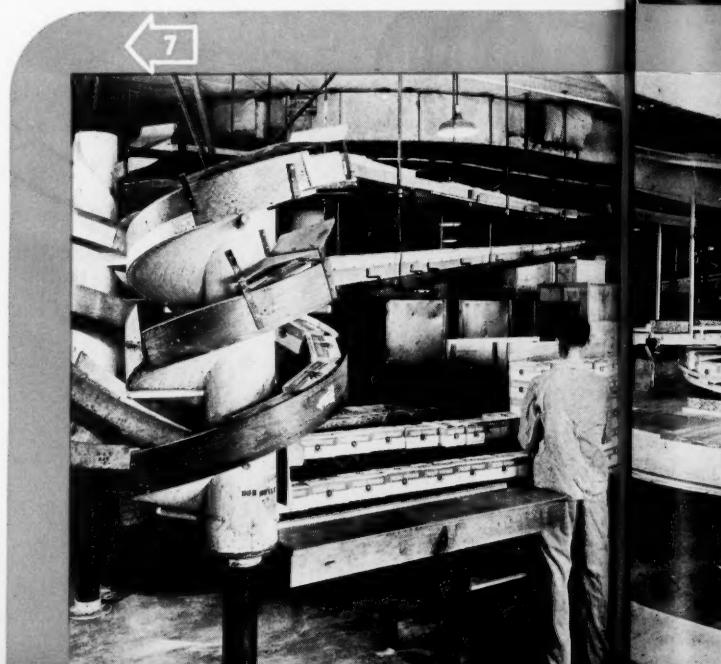
Necco is one of the few giants of this industry—and its production set-up is accordingly gigantic

Enter Cambridge by way of famous Massachusetts Ave. and you will pass a tall, block-square, modern structure that might be just any other modern factory, except for the name—New England Confectionery Co.—on a sign over the door.

Within the plant, however, you will find one of the best-thought-out and most inherently rational candy manufacturing operations to be discovered anywhere in the country. It is not that the Necco plant is brand new—for it isn't—nor are the Necco machines and methods necessarily far different from those used throughout this industry, though many unique machines and unique operations are to be found within the New England Confectionery Co. plant.

The primary difference is found in the methods which have been adopted to insure flexibility, to take care of a gigantic production of a wide variety of candies, ranging from one-cent and five-cent items, on upward, for at Necco are combined fully mechanized, high speed operations, semi-automatic machines and many hand operations, in an ever-changing synthesis that spells production. On occasion, one will even find fully automatic machines at work side by side with hand operators performing the same operations, the latter taking up peak loads, or filling in at times when automatic performance is not fully justified by volume. On 16 so-called candy machines—actually full lines of machinery production, wrapping and packaging finished candies—one

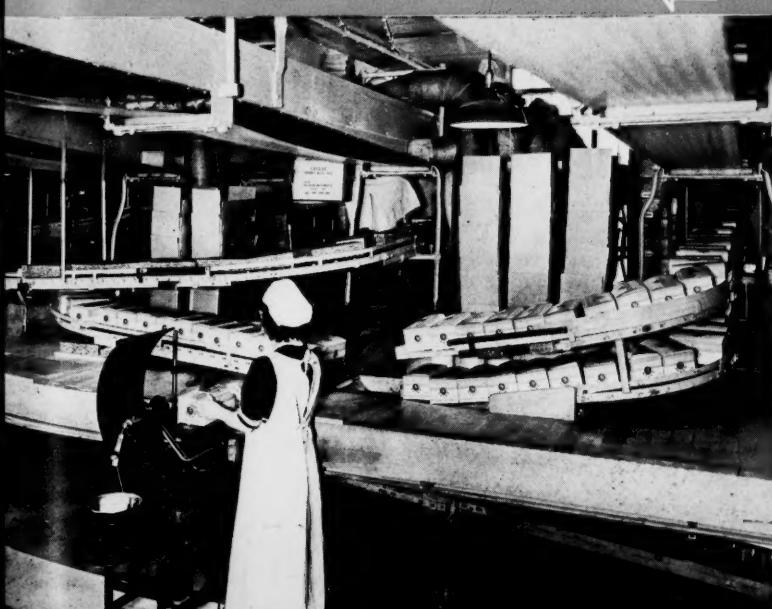
5. Detail view of the deft fingered operators packing five-cent boxes of Necco Peppermints. These, as packed, are placed into dealer display boxes which are dropped, when finished, onto a roller conveyor located at the bottom of the packing table. Chutes leading to this conveyor may be seen beside the various operators in illustration 4.
6. Peppermint boxes are dropped from the roller conveyor storage line at this table, where an operator effects a ribbon tie and returns the boxes to another conveyor line, whence they proceed to (7) the stock and shipping rooms. Here they are placed on skids for temporary storage, or for removal for immediate shipment.

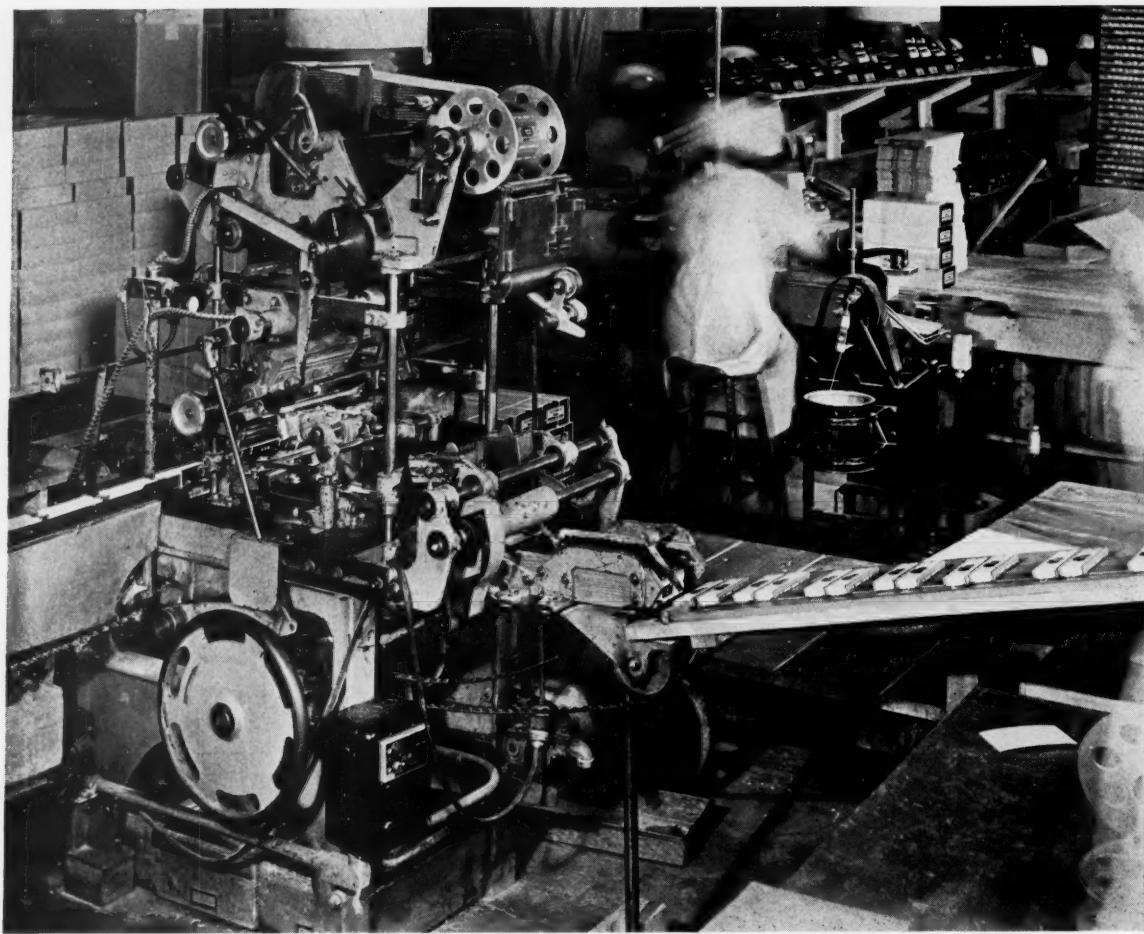




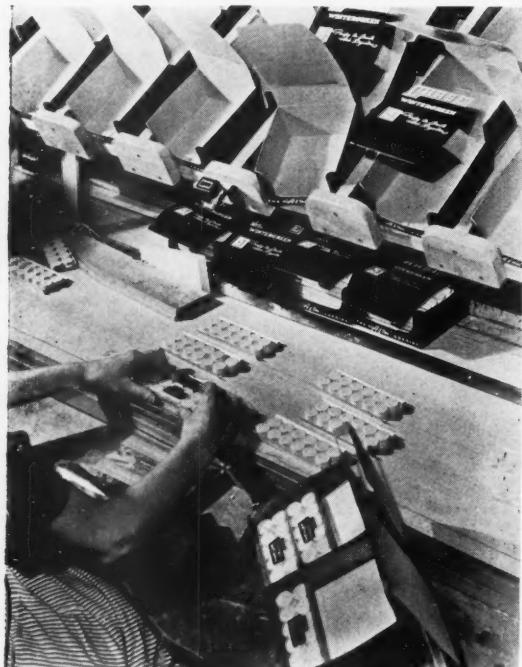
Typical of the 16 lines which constitute the main Necco packaging operation center, is this Chocolate Peppermint packaging set-up.

1. The peppermints themselves proceed, on an endless fabric belt, from the coating machines. 2. Five-cent boxes are erected on these two Brightwood machines and dumped, by conveyor, into a large storage bin, seen at the rear. 3. Dealer display cartons are erected by hand and then placed onto belt conveyors, all three supply lines meeting at the packing tables, Fig. 4.





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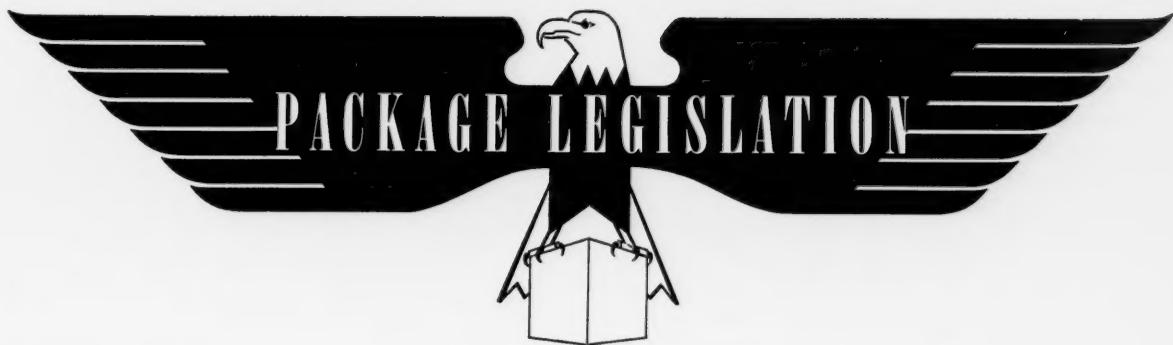


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8,9. Contrast between hand and machine work on the same operation. Above: A Package Machinery Co. wrapper placing printed transparent wraps on trays of Chase and Canada Mints at a rate in excess of 40 packages per minute. Below: A hand operator performing the same step at about one-quarter of this speed. Note that the hand operator makes use of numerous "jigs" or accessory facilities. The material arrives to her on a belt and display boxes are within easy reach just beyond.

finds an almost endless series of such variations between mechanization on the one hand and hand operation—aided by conveyor belts and mechanized supply lines—on the other.

Some of the more outstanding of these contrasts are illustrated on these pages—and though the camera can tell far more than the written word, even these illustrations must fall far short of conveying a full impression of the manner in which this unique plant combines its various facilities to achieve volume output at minimized costs. To gain an idea of the magnitude of the plant, remember that these illustrations take you through but a single packaging line—16 such (*Continued on page 70*)



Label Clause Delay

On May 7, the Senate passed a bill extending the effective date of the label clauses in the Federal Food, Drug and Cosmetic Act to January 1, 1940, with a further proviso affording additional extension, to July 1, 1940, upon the filing of an affidavit with the Secretary of Agriculture stating that compliance by January 1, 1940, would be "unduly burdensome."

At the time of going to press, the Senate bill was amended and the Lea bill which had previously been passed by the House was in joint conference committee, but their passage would seem to be indicated as no substantial opposition to either measure developed in either the upper or lower House. Whether or not a Presidential veto is in sight is, of course, a moot question although general opinion believes a veto as unlikely.

Meanwhile, hundreds of firms who have already effected their label changes are proceeding with plans for the distribution of the new packages incorporating changed labels at an early date.

Rochester Stamp Experiment Reported Success

The Department of Agriculture's plan for the distribution of surplus commodities through regular retail channels instead of through direct distribution to recipients of Federal relief was given its initial try-out in Rochester, N. Y., through the week of May 15. First reports indicate a far greater public acceptance than had been anticipated, with favorable reactions from wholesalers, retailers and—most important for the working of the plan—from the relief and WPA clients themselves.

The food stamp plan, as announced in an earlier issue of MODERN PACKAGING, involves the sale of food stamps for cash to WPA workers and other relief recipients, each dollar's worth of stamps being accompanied by a half-dollar's worth of special colored stamps, good only for the purchase of commodities designated as "surplus" by the Secretary of Agriculture. Fear had been expressed that the complications of the plan might confuse those for whom it had been designed to benefit, but stamp sales offices were swamped on the opening and subsequent days in Rochester and no difficulties were reported arising from consumer confusion as to the general working of the Food stamp plan.

Meanwhile, announcement has been made by Secretary Wallace that Dayton, Ohio, would be the second city to which the plan would be extended. Newspapers report that several hundred cities have, at this date, requested extension of the plan, but the Federal Surplus Commodities Corp. and the Department of Agriculture administrative officials plan to make extension on a gradual basis, at least until all possible kinks have been ironed out.

A number of variations of the Rochester plan will be tried out in Dayton in the hope of finding the most convenient method of administering the project.

First result of the food distribution plan has been a marked increase in the consumption of commodities designated as "surplus," accompanied by a reduction in their prices ascribed by grocers to the increased volume. Users of the surplus commodity stamps are free to purchase any brands or types or grades of merchandise within each designated commodity class, paying the regular retail price in commodity stamps.

Marketing Laws Survey

Early in April, before the National Conference on Interstate Trade Barriers, S. Chesterfield Oppenheim, chairman of the Advisory Council of the Marketing Laws Survey, presented a thorough-going picture of the extent to which state laws regulating marketing serve to operate as interstate barriers to the movement of commodities. Many of these laws affect packaged goods, particularly those in the liquor and beverage fields and products such as oleomargarine, garden truck, milk, eggs, fruits and vegetables.

Copies of the complete survey are available from the Information Service, Works Progress Administration, Washington, D. C.

State Legislation

Additional packaging legislation reached the statute books of many states last month and the legislative picture was further clarified as a number of proposals intended to affect the industry were definitely rejected by state legislative bodies still in session. The number of state legislatures in session was reduced materially during the month, however, with (*Continued on page 76*)

1. Geo. A. Hormel & Co. follows the trend toward the use of lighter weight glass containers by adopting these jars, lighter in weight yet retaining the identifying characteristics of their former packages. The design of the new jars for Pigs Feet was not greatly altered so that product identity was in no way lost. The closures topping the jars are lithographed "Knobby" caps which are easily removed by utilizing an inserted knife or other kitchen implement. Designed and manufactured by the Hazel-Atlas Glass Co.

2. The symmetrical arrangement of the Tea Garden Products Co. artichoke hearts in this simply designed jar makes for a pleasing appearance on the grocer's shelves. The small label leaves the major portion of the contents visible, the design of the label being

similar to other product packages in the company's line so as to retain family relationship. A lithographed vapor-vacuum cap tops the jar. Closure by the White Cap Co. Jar by the Hazel-Atlas Glass Co. Label by Schmidt Lithograph Co.

3. The Vitalex Process Co. is now packing its Mel-O-Wax leather reconditioner in handy, convenient-sized metal containers. The new container is said to eliminate many difficulties formerly encountered in filling, labeling and packing, thus speeding up the company's production. The cap with applicator attached offers the consumer a convenient means of utilizing the product and the size and shape of the can is planned to occupy but a small space on the shelf. Designed and manufactured by Continental Can Co., Inc.

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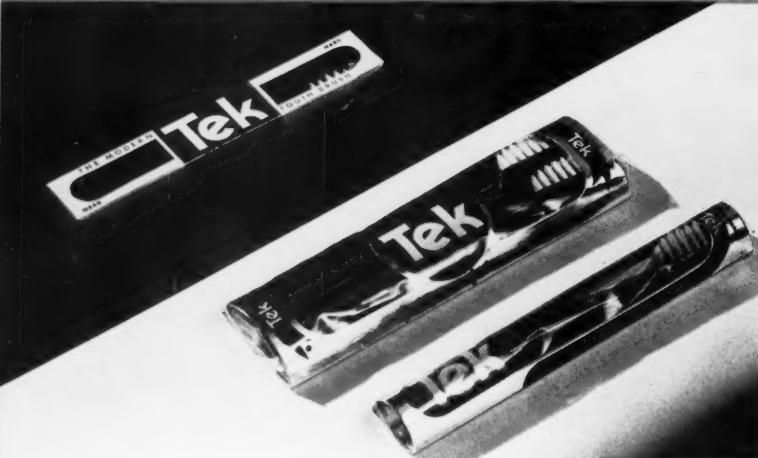


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PACKAGING

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each brush and the blue trim with reverse lettering is so planned as to offer legibility and fine display values. Cartons designed by Ferry-Hanly Co. and manufactured by the Reynolds Metals Co., Inc.

7. These two bags were specially designed to tie in with the recent Parade of Progress of nationally advertised brands. The bag to the left utilizes cellophane with the Parade of Progress featured on a red, white and blue border at the base of the bag. Space for price and weight of the product is provided in a novel manner. The container to the right incorporates an all-over pattern of nationally advertised products as the design motif. The cellophane

window provides a view of the product packaged and side panels of the bag bear pertinent messages on the Parade of Progress. Colors, once again, are red, white and blue. Bags produced by Oneida Paper Products, Inc.

8. Legendre Herbsaint, a mixed drink ingredient manufactured by Legendre & Co. is now being presented to the public in a new container. The principal change to be found in the new bottle as contrasted to the old is the adoption of a decorative red screw cap closure in place of the former cork finish closure. This not only provides greater convenience in use of the contents, but also adds

4. Sears Roebuck's new container for its Heatmaster electric heating pad is a novel departure from the usual type of package utilized for a product of this sort. The container employs Lumarith Protectoid, a rigid transparent material. The visibility of the product offers the consumer a selection convenience and likewise offers the dealer a displayable product which is completely protected against dust, dirt and consumer handling. Lumarith Protectoid by the Celluloid Corp.

5. This 1-lb. box of chocolates of Candy Kitchens, Inc., is an inexpensive item which naturally necessitated the adoption of an inexpensive package. Fine appearance, however, was realized through the utilization of silver foil printed and embossed in gold

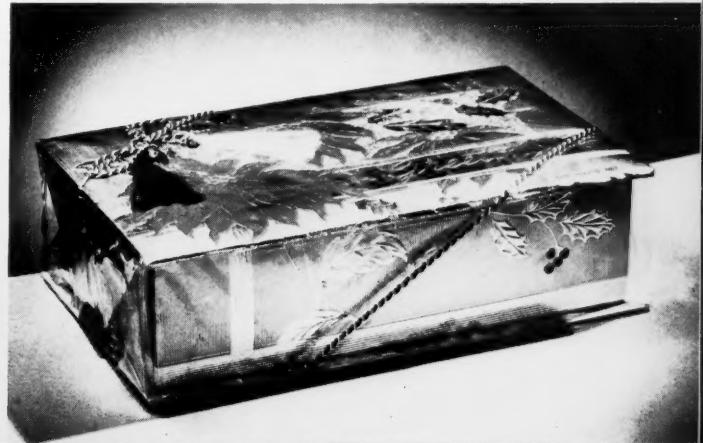
and red in a pleasing holiday pattern. Gold forms the background with poinsettias and lettering in red. The natural silver finish is utilized for leaves and trim. Red and gold cord with a cellophane overwrap complete the inexpensive yet rich looking package. Designed and produced by Oberly & Newell Lithograph Corp.

6. As a result of three years' research and experiment carried on in its laboratory, Johnson & Johnson has developed a new tooth brush which is claimed to have longer life. The patented Tek tooth brush is given a new package which protects and displays the product admirably. Note the streamlined effect achieved for the new containers, in the foreground, as contrasted to the old carton. The silver foil board utilized offers a bright, clean looking setting for

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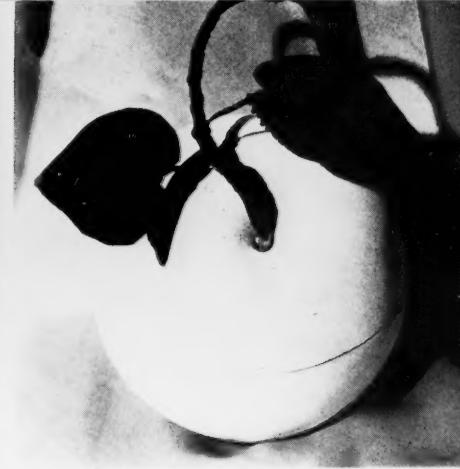
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materially to the appearance of the package. The label presents a view of a French Quarter in New Orleans, the history of which is interwoven with the story of Legende Herbsaint. Package design and bottle closure by the Owens-Illinois Glass Co. Labels printed by the Wheeler-Van Label Co. Tin foil by the Reynolds Metals Co., Inc.

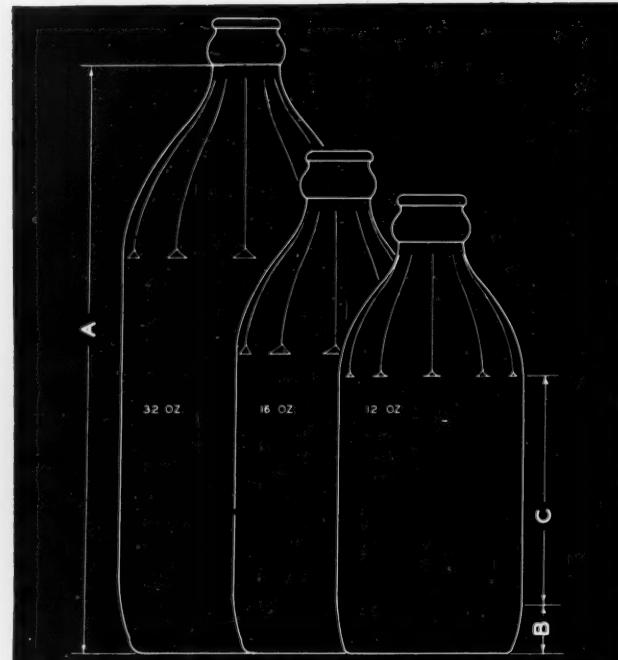
9. Dry chemical products such as Epsom Salt, Sodium Bicarbonate, etc., must be protected against moisture to retain perfect condition. The Geo L. Clafin Co. has turned to glass containers in order to achieve this desired protection. Wide mouth, screw cap glass jars were adopted, the wide opening permitting easy access to the

products and the screw cap permitting tight re-closure to protect remaining contents against moisture. The containers are overwrapped with cellophane. Jars by the Owens-Illinois Glass Co.

10. This delightfully original and decorative apple container appropriately enough is filled with Apple Blossom bath salts and Apple Blossom dusting powder, products of Maison Jeurelle. The pressed paper apple container incorporates leafy foliage to increase realistic simulation of an apple, the stem, in turn, acting as a handle. The clever tie-up of an apple container for toiletries having an apple blossom scent has excellent product recognition value and lends itself to effective counter display.



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1. At left, old style champagne juice bottle weighing 15 oz. At right, G.C.A. standard round stubby juice bottle, weighing 9 1/4 oz. Capacity of each bottle, 16 oz. 2. The Glass Container Assn. standard round stubby juice bottle shown in 32-oz., 16-oz. and 12-oz. sizes.

THE LIGHTER WEIGHT TREND

by E. G. ACKERMAN*

in glass containers is no mystery but a rational program
for both stock and private mold bottle improvement

Properly speaking, the trend toward lightweight glass containers is no new phenomenon. It has been in progress for at least two generations. Many people can remember the beer bottle of about 30 years ago, which weighed 19 oz. for a 12 oz. capacity. In the second decade of the century, the weight of the standard beer bottle of the same capacity was reduced to 16 and 17 oz., and later to 13 and 14 oz. Three or four years ago, new designs for beer bottles, still of 12 oz. capacity, reduced the weight of the bottle to 10 1/2 oz. This year, after three years of research, a new standard beer bottle, the single trip bottle, has been produced which reduced the weight further, to 7 3/8 oz. for the same capacity.

Thirty years ago, a beer bottle weighed at least 50 per cent more than its contents. Today a design is available which weighs nearly 40 per cent less than its contents! This is an outstanding example of the progress the glass container industry has made.

* Glass Container Association of America.

When packers and packaging experts speak of the "lightweight trend," of course, they are referring to recent marked advances in design and manufacturing technique which have reduced the weights of many bottles. It should be understood, however, that the trend is simply a direction of effort, and does not necessarily affect all glass containers. The glass industry has progressed to the point where certain important principles of container design can now be applied to more kinds of bottles than ever before. The resulting improvements have been numerous enough to constitute a pronounced trend.

The recent movement toward lighter weight containers, therefore, has not meant simply thinner glass walls for all bottles. On the contrary, it has meant careful redesign along lines which will give at least equal strength with less weight if redesign is practicable. Some styles of bottles—many pharmaceuticals, for instance—will profit little from redesign for lighter

weight. Investments in filling equipment must also be considered, as well as the uses to which the product is put. The decision to adopt a lighter weight bottle is thus necessarily partly an economic one, and a packer must consult with his glass supplier on the various phases of his particular packaging problem before he determines upon a new container.

Here are some of the questions which the designer—or rather the redesigner—asks when he undertakes to plan a lighter weight container.

(1) *Can surface area be reduced without reducing capacity?*

The first consideration is to make economical use of the container wall. Dr. J. H. Toulouse of the Owens-Illinois Glass Co. has elsewhere graphically illustrated the economy of spherical shapes in respect to the surface-to-volume ratio. Next in economy is the cylinder, the height of which approximately equals its diameter.

An obvious example of the waste of surface area in relation to volume is the panel-type extract bottle. One development in favor of lighter weight designs is a more intelligent consumer attitude. Purchasers of packaged foods are beginning, with the encouragement of federal regulations, to read the labels and to believe the statement of capacity rather than the judgment of their eyes as to the size of the package. In general, short bottles are more economical of surface area in relation to volume than tall bottles.

(2) *How do bottle manufacture techniques affect design?*

A square cornered bottle requires thicker glass walls than a round bottle. Again to borrow from Dr. Toulouse, a cube of the same volume as a sphere has about 37 per cent

more surface area; but a glass cube of the same volume as a glass sphere would require 93 per cent more glass to be equally strong.

Glass-blowing machinery finds it difficult to form sharp corners. Air pockets develop, and a mass of molten glass remains in the angle. To support this weight of glass at the corners, a wall of a certain thickness is required. Rounded shapes obviate this difficulty.

The new lightweight glass containers are nearly all circular or oval in cross-section. Moreover, the corner which joins the wall to the bottom of the container has been rounded as much as the design will permit.

(3) *Can a simple outline or cross-section be substituted for a less simple one?*

An example of strength attained partly by simplicity of outline is the new single trip beer bottle. Here, a straight "champagne style" neck has been substituted for the older "bell neck" used in the Steinie bottle. The result is equal strength with less glass.

(4) *Can design of a bottle partly protect it from shocks occurring in ordinary handling?*

The rounded base corner of the newer lightweight bottles serves this purpose as well as simplifying the glass-blowing process, as described above. The most vulnerable part of a bottle is on the lower part of the wall, which cantilevers the base. The rounded corner tends to remove this zone of vulnerability from the possibility of shock, particularly on high-speed filling lines. The bottle is strengthened and less glass need be used.

These and similar questions are asked by the glass container designer in tackling the (*Continued on page 88*)

3. The heavyweight, welterweight and flyweight entries in the beer bottle field. Left, export weighing 13 oz. to 14 oz.; center, Steinie weighing 10½ oz.; right, single trip weighing 7⅝ oz. All are 12-oz. capacity. 4. At left, old style food container weighing 13 oz. to 15 oz. Right, G.C.A. standard plain round wide mouth food container, weighing 10½ oz. Capacity of each, 1 pt.





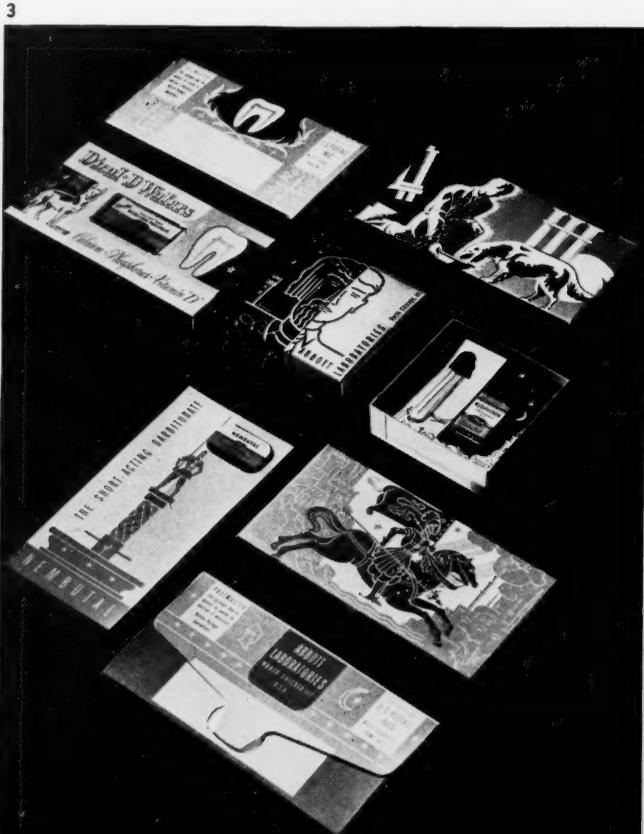
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Each container incorporates three major design panels—i.e., the mailing or address face of the outer container, the lift lid or opening face of the outer container, and the display platform into which the samples and accessories are set. For each different product and its accompanying brochure, a separate and distinctive design is utilized. No attempt at a uniform design theme is made, the company relying upon the appearance of its trade mark on brochure and on product labels and the uniform lettering of the words "Abbott Laboratories" to create the proper recognition value among recipients.



Sampling is Advertising

and Abbott Laboratories makes the design of its sample mailers an integral part of every sampling campaign

The primary function of the average package is to transport and to measure a given unit of a product. Package design, naturally, is most successful in such instances where it furthers or aids the accomplishment of this primary function and unless it does so the designer will have failed of his purpose, no matter how well his design may serve to achieve various supplementary and subordinate aims.

To designer Ernst Spuehler, however, Abbott Laboratories has within the last two years repeatedly submitted package planning problems of a very different category. Here the designer was asked to accomplish the primary task of packaging an idea, with the element of safe product transportation as a secondary—though extremely important—factor.

Abbott Laboratories, like many another manufacturer of pharmaceuticals, conducts extensive sample mailings as one of its principal advertising efforts. Accompanying each of these samples, it sends broadsides designed for the medical profession and relating the product being sampled to significant and important events in the development of medicine. In view of the high value of the average physician's time and of the vast amount of competition which every sample mailing encounters, these broadsides were elaborately prepared—usually printed in

three colors—with covers either reproducing drawings by famous artists or carefully planned and equally attractive photographs.

The many physical hazards of transportation, of course, vary with each mailing. In the case of some products, such as Nembutal capsules which are sent in little slide top, tin boxes, it might perhaps have been practical—from the standpoint of transportation alone—to drop brochure and sample package into a simple mailing envelope. Even liquid products, which are sent in small glass bottles, might have utilized simple unprinted mailing containers.

The company, however, felt that the expense and effort involved in planning and producing an extremely attractive mailing container would be far from wasted since the point of greatest competition between physicians' samples occurs at the time when these clamor for his attention in each morning's mail. Thus each container was wisely considered as a stage which must be properly set to provide a suitable introduction and background for the informative brochure and the sample package.

At first glance, this might seem to provide the designer with that traditional designer's pipe dream of a perfect job—an assignment where all restrictions are off and eye appeal is the sole criterion of (Continued on page 86)

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SUGAR BAG CONTROVERSY

waxes hot as between cotton and paper producers with the honors—to date—all to paper

In the United States, there exist some 146 sugar refiners and sugar manufacturers, a compact group which, within the last year, has seen a virtual revolution in its packaging and merchandising practices. Within that time, over half the country's leading sugar companies have adopted paper bags for packaging various grades and types of sugar which formerly utilized either cotton sacks or cartons.

A recent survey conducted for one of the major bag manufacturing concerns, by General Research, Inc., goes so far as to predict that 94 per cent of all sugar firms will adopt paper bags—in one form or another—within the coming year.

Among the interesting data incorporated in this survey, are the following facts as to present use of paper bags for units of from 2 to 10 lbs. in size:

56½% of all sugar firms are now using paper bags for such units.

12½% plan to adopt paper bags.

25% have expressed interest in this packaging medium but do not plan immediate adoption.

6% are not using paper bags and are not considering their use.

Opinions on specific improvements needed in the design and construction of paper bags are reported to be as follows:

55½% of present users report thorough satisfaction with their present types of bags and have no suggestions for improvement.

22½% express a desire for improvement in sift-proof qualities.

22% desired a bag with improved closing or sealing arrangements.

The report goes on to emphasize that while many companies reported complete satisfaction with their own bags, they find much to criticize in the differing types used by their competitors. While much of this criticism may be laid to the very fact of competition, many of these criticisms indicate the existence of strong differences of opinion as to ideal bag packaging methods, both among suppliers and users of these containers for the merchandising of sugar.

Perhaps most significant among the facts emphasized in the survey are the facts brought forth on the packages replaced by the newly introduced paper bags. The survey would indicate that although it had been originally believed that paper bags would be used largely to replace the more expensive paper carton, more recent de-

velopments in the field would seem to indicate that paper bags are replacing both store-packed bulk sugar and factory-packed cotton sacks.

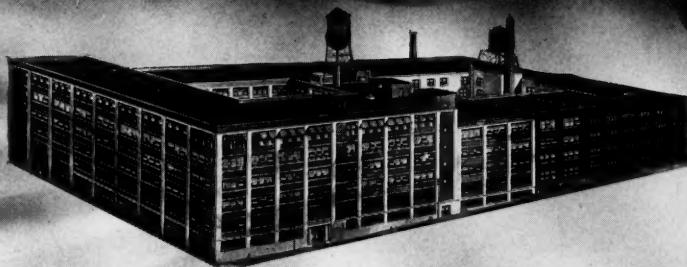
In contrast with the situation in the sugar industry, in regard to paper bags—as indicated, among other things by this survey—is the action recently taken by W. Ray Bell, president of the Cotton Textile Merchants Assn. of New York (as reported by the "New York Times"). Mr. Bell issued a plea to persons employed in the distribution of cotton goods to demand that purchases of sugar and other groceries be packed in cotton containers, declaring that the loss of a vast market for cotton goods was threatened unless the industry can reverse the trend toward paper containers.

Mr. Bell sent with his letter, the Times reports, a copy of a poster, printed on cotton cloth, prepared by the Cotton Textile Institute and issued to grocery stores, asking public insistence on cotton bags and asserting that each carload of sugar packed in cotton bags requires the production of 4½ acres of cotton land, gives 43 days work to cotton farmers, 32 to cotton mill employees and 8 to cotton bag workers, which would make a total of 83 days of work.

While a case undoubtedly could be made out for the advantages of cotton bags, in certain instances, it would appear that the emotional or "patriotic" appeals being made on behalf of cotton can hardly be expected to reverse the trend and can, moreover, hardly be endorsed as in the interests of the packaging industry, the sugar industry or the public at large. No doubt paper manufacturers could cite similar figures regarding the quantity of labor entering into the production of pulp, paper, printing, machinery, etc., used in producing the competitive paper bag. Both cotton and paper bags are products of American industry. Both utilize American labor, capital and machines. Both, in fact, have—to an increasing degree—the same regional origin, since the South is becoming an increasingly important producer of paper bags in its new southern mills. It is questionable whether the encouragement of the southern paper industry is not even preferable, since diversification of industry is, by many authorities, thought to be the major economic need of the south.

From the viewpoint of the public and thus ultimately of the sugar producers and the packaging industry, the fight—if fight there need be—will be decided, sooner or later, on the basis of the relative merits and the relative cost of each type of container. That the trend is, at present, flowing strongly toward the paper bag is evidenced by the figures cited in the General Research report, as well as by the reports received from numerous individual sugar manufacturers.

This Huge Plant is Only the SHELL of this Business!



Men "made" the Burt firm.

Men, with a breadth of experience . . . men with a mine of information and ideas . . . made the sales-winning packages that sold and sold our clients' products, and brought other progressive manufacturers to Burt.

Because these men sold more than boxes to enclose your product . . . because they knew packages, knew markets . . . because they took personal interest in making each client's package a greater success . . . they built Burt to the position of world's largest boxmakers!

TODAY, Burt offers you boxes and cartons made in the 54-year Burt tradition of excellence . . . with deliveries assured, as and when wanted, by a huge normal and reserve capacity. . . .

BUT THAT ISN'T ALL—

Today Burt offers you the services of men of a calibre none but the largest boxmaker could afford . . . and keep busy! Men of a calibre you need to help solve your packaging problems! Men who will put their full energy, ingenuity, and experience to serving you!

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

CHICAGO
Room 2203
919 N. Michigan Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

PHILADELPHIA
A. B. Hebele,
P. O. Box 6308
W. Market St. Sta.

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

LOS ANGELES
Louis Andrews
623½ South Grand Ave.

NEW ENGLAND
SPRINGFIELD
P. O. Box 214
Highland Station
BOSTON
120 Boylston St.

CINCINNATI
221 Walnut Street
Telephone MAin 0287

MEMPHIS
Frank D. Jackson
2150 Washington Ave.
CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street, West
Toronto 2, Canada



Left: Three forms of the Roll-A-Book. Note that the device consists essentially of a folding carton construction plus a rolling mechanism and that inherent in the structure is a merchandise or storage space, beneath the "open page" and between the two rollers. Below: One of numerous possible applications for the Roll-A-Book device, utilizing the storage space as a camera compartment and the roll as a permanent record of photographs.



THE BOOK BECOMES A PACKAGE

Novel device invented for children finds packaging applications as well

A new type of "book," designed to bring to boys and girls a lively and satisfying interest has been developed by Roll-A-Book Publishers, Inc. Fairy stories, informative and adventure stories, verse—all unroll before the young reader's eyes. The "book" is printed on a roll, 90 in. to 400 in. in length, dependent upon the length of each story, which is attached at each end to rollers which fit into a cardboard box. The box has a die-cut opening, about 4 in. sq., in the top panel which permits the story to be read, a page at a time, as the reader turns a red roller knob extending outside of the box. When the complete story has been read, it is easily re-rolled to the beginning by turning a green colored knob.

As a novel and intriguing way of reading, the book has found an enthusiastic juvenile audience, but it was only by chance that the book was thought of as being utilized as a package. While inspecting several Roll-A-Books which had been assembled imperfectly, to discover why they did not operate correctly, inventor Everett Whitmyre cut a rectangular shaped hole in the

side of the box. It was then realized that merchandise could be fitted conveniently into the open space between the rollers. A flap opening cut in the side of the box could be made without any extra cost when the boxes were die-cut. Through this opening many types of merchandise could be packed and easily removed, and the flap could be closed with a gummed label. So reasoned the organization.

Up to the present time, the publishers of Roll-A-Book have not gone into the packaging program extensively. However, one candy manufacturer is adopting the device, placing candy packed in a cellophane bag inside of the box. It is planned to have a series of six stories on the roll. It has also been reported that a typewriter company is considering a unit for use as a stenographer's notebook. Advertising messages will appear on the box surface and the stenographer will use the paper roll for taking down shorthand notes.

The ingenious carton with roller attachment has obvious possibilities, it is claimed (*Continued on page 82*)

Lightweight No. 10 JAR



by HAZEL-ATLAS

Here's good news for packers who know the showmanship value of the glass jar! Here's the new No. 10 jar by Hazel-Atlas—standard 100 oz. capacity, in a handsome, practical shape, with a broad and steady base, smooth sides. Strong and incredibly light in weight, No. 10 is of special interest to packers who supply schools, institutions and restaurants. Write for prices and further information.

HAZEL-ATLAS GLASS CO.

WHEELING, W. VA.



ACTUAL SIZE



Left: Note how timely the design motifs are for these attractive tin containers for cookies. World's Fair, Early American and New York City design elements make the packages not only admirable gifts but souvenirs as well. Above: Colorfully decorated, the tin pail is filled with cookies to please the youngsters in the family. The cylindrical packages may be converted into a megaphone by removing the base.

GLORIFYING THE "COMMON" COOKIE

Even so prosaic an item as cookies can enter the gift class when properly merchandised

The Golden Bear Cookie Co. has alertly kept pace with packaging innovations. No catch-as-catch-can program, but a steadily pursued packaging plan which is aimed at bringing the "common" cookie into the gift class, has resulted in the handsome packages here illustrated. It is interesting to note that each of the various packages is styled to meet the present-day urge for distinctiveness. They are not only pleasant to look at, but it may be expected that many of them will be put to useful purpose after the delicious contents have been consumed.

It is likewise to be noted that some of the packages shown carry no designation—the manufacturer's name may appear, but where such is the case, the name is quite inconspicuous. Certain distinct styles are evident, ranging from the tin container in round and rectangular shapes to the set-up box with novel coverings. Then, too, there are novelty packages, designed primarily to appeal to children. A tin pail, packed with cookies, has obvious appeal to the youngster and the megaphone shaped container likewise has definite (Continued on page 70)



Set-up boxes with novel coverings—one a fabric designed with World's Fair scenes, the other a metallic paper with a picture, removable and excellent for framing.



For packages both large and small Here's a cork that fits them all!

IT'S Armstrong's Embossed-Top Cork . . . the handy, quick-action closure that is "tops" today—as a dependable seal for glass-packed products.

Since repeal, Armstrong's Embossed-Top Corks have become the "standard" closure for many of America's leading distillers and rectifiers. Favorites with bartenders, because of their ease of removal, they offer the distiller a safe, secure seal that guards against leakage and evaporation. They offer eye-appeal, too, for their wood tops may be embossed with attractive designs and trademarks in one or two lively colors.

Armstrong's Embossed-Top Corks are widely used for sealing packages in many



other fields, chief of which are the flavoring extract, shoe polish, ink, cosmetic, drug, and food products industries.

It will pay you to find out more about the many sales-making features of Armstrong's Embossed-Top Corks. As Glass Packaging Headquarters, Armstrong is at your service. Write today to Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pa.



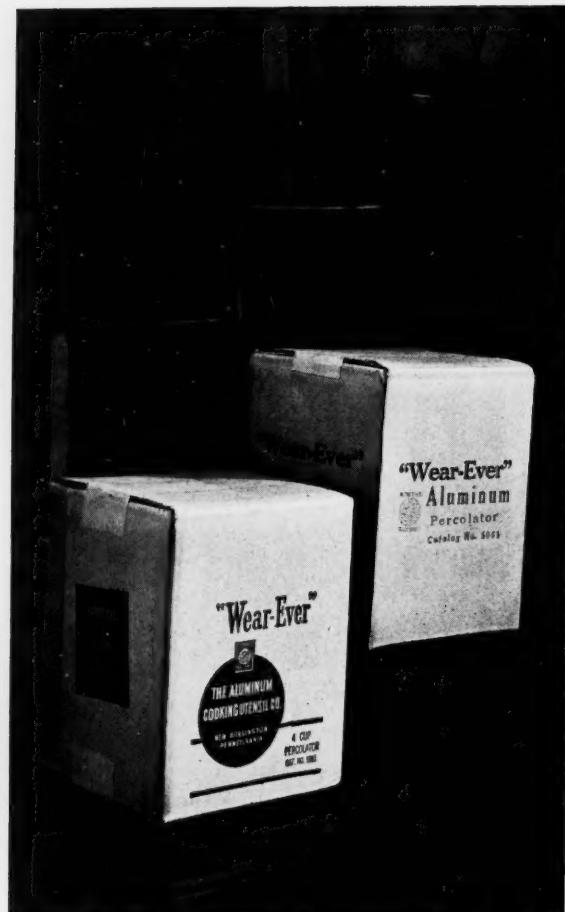
Armstrong's
EMBOSSED-TOP CORKS



1



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3

ALCOA COMPLETES ITS PROGRAM

Two years of redesign have vastly improved package appearance while substantially cutting container varieties and costs

It was a case of necessity when the Aluminum Co. of America instituted a complete package restyling program to include all containers used for aluminum products by the Aluminum company and its subsidiaries, The Aluminum Cooking Utensil Co., Aluminum Seal Co., Kensington, Inc., and Aluminum Ore Co. The program represents more than two years of combined package research, design development and application of the plan to the large number of packages and pieces.

One of the most interesting features of the redesign is the ease with which the program has been adapted to this comparatively large and important job. A Container Committee consisting of a member of the purchasing department and a member of the advertising department was appointed to study, develop and apply

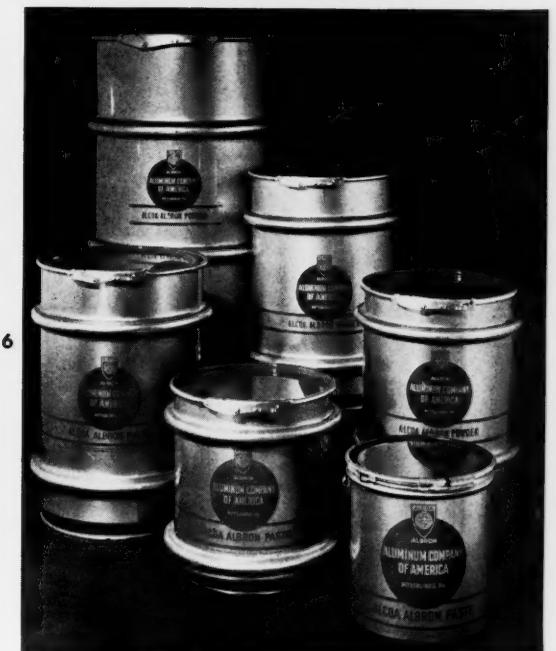
the program. The purchasing department was represented for the reason that it is through this department that all packages used by the company and the subsidiaries mentioned are purchased. By including a member of the advertising department, the training and experience of that individual would be available in working out the problem involved.

As the old-type cartons or container stocks became exhausted, reorders were routed through the Container Committee and the new packages of department or subsidiary were brought into line with the new style previously outlined for the containers. Since the cartons were replaced on the reorder basis, a gradual changeover was effected without disturbing existing stocks or disrupting existing package handling operations.

Packages formerly used were adequately serviceable and strong, but their design was practically devoid of good modern sales appeal. Poor utilization of space for advertising was in evidence. Those cartons which carried lettering or printed designs were, in most cases, poorly arranged so that the information was confusing and the appearance of the box unattractive.

There was little or no standardization of design among the various plants of the company which were using printed identifications on their containers. In some cases, designs were being used which actually represented incorrect use of the company trade mark. Printing varied from excellent to very poor. Wide variation in sizes of cartons was the rule. Once the long list of package inconsistencies was brought out, the next problem was to select a suitable theme design which could be adopted as the standard package decoration. To answer the purpose, the design had to be simple, yet attractive, and convey a concise message.

1. The new style carton of Kensington, Inc., seen in the foreground, as contrasted to the old container. The ball and parallel bars theme shown on the new package was adapted to all containers of the Aluminum Co. and its subsidiaries.
2. The Container Committee appointed to study, develop and apply the re-styling program consisted of C. C. Conner (left) and A. C. Reynolds (right). Designer Ray Brown (center) was consulted before final selection of a theme pattern was made.
3. A view of the restyled carton of The Aluminum Cooking Utensil Co. as compared with the container formerly used shows how the printed information has been incorporated into the striking ball-and-bars design.
4. By applying Alcoa's new design to a single type of mailing label and shipping tag, it was possible to eliminate some 23 different kinds of labels formerly used!
5. These are the old-style steel drums once used for the larger quantities of aluminum paste and powder pigments for aluminum paint. Note the confusing arrangement of the lettering and "bristling" effect of the design.
6. Not only do these new-type steel drums provide the makings of an attractive container, but a concise and impressive message is presented in the bull's eye effect created by the new designs.
7. The standardized design proved its flexibility in its ready adaptability to the paper bags used by the Aluminum Ore Co.





8

Color was an important consideration in the selection of a suitable design. In order to be assured that reasonable uniformity of color would be maintained, the choice was made from an ink color chart used by the majority of printing ink manufacturers throughout the country. Color matching specifications were based upon the eventual shades of the ink as they appeared on the box rather than as they appeared on the actual sample shades. The final choice was a medium blue.

Several sample designs were made up by a local art studio and submitted for approval. The ball-and-twin-bars motif* in the selected medium blue color, illustrated in the accompanying views, was the pattern finally chosen. The company's or subsidiary company's trade mark is shrunk and incorporated, as an inset, into the ball. A descriptive legend between the bars serves as an identifying medium for the enclosed aluminum products. On a carton, the blue ball falls on the lower left hand corner and is underlined with the parallel blue bars, the entire design occupying the lower portion of the package. On larger cartons, a single vertical column of stars directly over the ball utilizes the extra space and attracts attention to the trade mark. With the design off to one side, sealing tapes down over the sides do not cover it or mar its appearance. On cylindrical containers, the ball portion of the pattern serves as an impressive "bull's eye" center identification while the bars encircle the container below it.

The ball-and-bars theme lent itself particularly well to Alcoa's highly diversified restyling program. Although five different trade marks had to be worked into the same theme design, each one was readily adapted to the art work without losing the characteristic pattern. Furthermore, the only variation in its composition necessary to apply it to the different products of each company is to change the identification printing between the parallel bars. The pattern is so flexible that it can readily be adapted to the many types of containers, such as boxes, steel drums, paper bags and tin and fibre cans, used for aluminum products.

On the boxes of The Aluminum Cooking Utensil Co., largest user of cartons in the entire organization, the trade name, "Wear-Ever," is given prominence by printing it in large, blue letters, under which appears the standard blue ball and parallel bars. A small "Wear-Ever" trade mark, framed in a rectangle, crowns the ball. On the sides of each box is a slightly tilted blue square containing the sentence, "nature made aluminum friendly to food."

The theme was also carried out in the cartons of Kensington, Inc., makers of aluminum gift ware. The trade mark is depicted by a shield (*Continued on page 66*)

*Registered trade mark—Aluminum Co. of America.

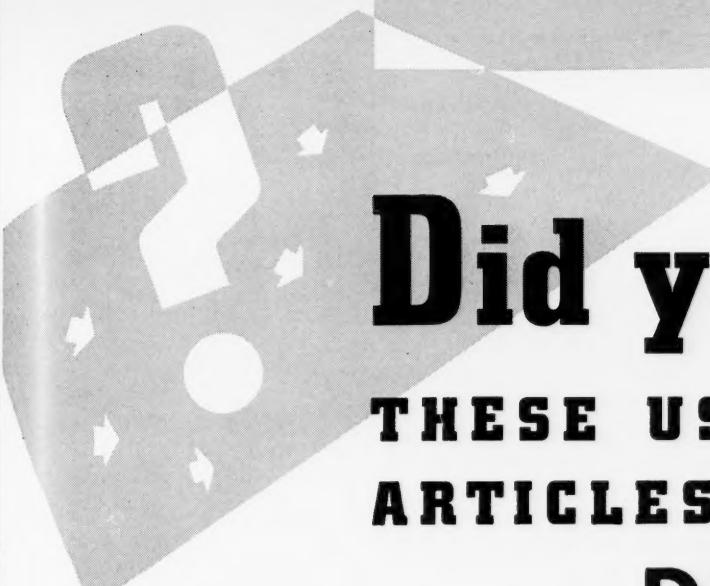


9



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8. A scene in the shipping room of The Aluminum Cooking Utensil Co. shows the new cartons being packed and sealed, for shipment. 9. The newly adopted design is not complex and does not involve intricate printing technique to reproduce. This two-color printer and slotted machine operates at speeds from 2500 to 3000 pieces per hour. 10. This illustration shows how the restyled cartons are given their final sealing on an automatic taping machine before leaving the carton manufacturer's plant.



Did you know THESE USEFUL, TIMELY ARTICLES ARE MADE OF

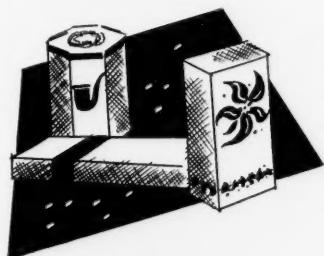
Ridgelo CLAY COATED

CARRIERS . . .



For a handy way to take bottled or canned goods home — the new cardboard carrier types of packages are sweeping the country. The stock we have made for this purpose is a multiple laminated kraft with a smooth, coated paper surface. Great strength, fine folding and excellent reproduction characterize this Ridgelo development.

GIFT CARTONS . . .



It's time for buying holiday gift packages. Every year Ridgelo Clay Coated is selected for many of the special cartons used for tobacco, men's wear, flat fabrics and beverages. It prints and varnishes beautifully—may be embossed in our mill or brush finished for a brilliant lustre. We can laminate gift wrappings in roll form too and, perhaps, save you money.

TEA TAGS . . .

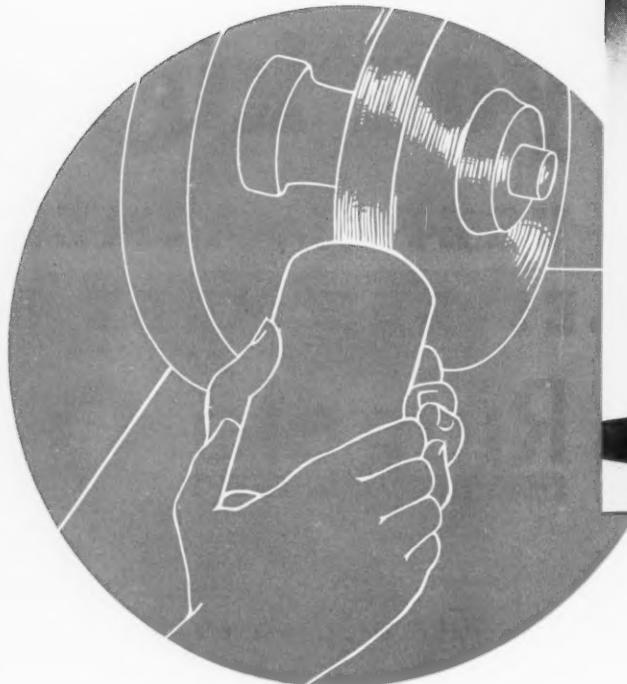


When next you dip a tea bag into boiling water you are probably holding a colorful, small tag printed to identify a brand. This tiny tag, made in the millions, is coated by Ridgelo so that it will not stain clothing or linen, even when moist.

Your problem in packaging can be no more unusual than these three unrelated applications. They have the one common factor of Ridgelo experience in making quality packaging material. Let us have your problem!

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mae Sim Bar Paper Company, Chicago
H. B. Royce, Detroit • Blake, Moffit & Towne and Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis



Above: The Ahco can as it appears, ready for use. In use, as shown at the left, the mechanic merely removes the metal top from the can and uses the container as the means of applying the finish to the buffing wheel. Container and finish wear away evenly.

DOUBLE BARRIER WALLS

retain lubricants and eliminate moisture from this cellophane-lined polishing compound container

In Waterbury, Conn., for some 90 years, the Apothecaries Hall Co. has operated as a distributor of chemicals, drugs, paints and oils and as a manufacturer of a group of related commodities including, among many others, a buffering composition known as Ahco Lime Finish and extensively used in chrome and nickel plating plants. This product presented, until recently, a number of packaging difficulties of an unusual nature which are now reported to have been satisfactorily solved through the development of a special fibre can utilizing a transparent cellulose lining.

Materials of this type have been, in the past, packaged in metal cans, but the company desired to eliminate any hazard to operators of buffering wheels due to the rough metal. It also wished to eliminate the possibility of damage being done to the buffering wheels by the burred edges of the metal containers, as these containers are held directly against the cotton buffering wheels in the application of the finish.

To this end, a form of paper container was sought which would insure retention of the lubricants in the compound and, at the same time, guarantee against passage of moisture through the side walls of the container. This latter point was particularly desired, due to the fact that lime occupies a prominent part in the formula of this buffering compound and moisture would tend to cause deterioration of the product.

The new container is a spiral wound fibre can with metal top and bottom and with a brightly printed red, black and silver label. Wound onto its interior walls, and so constructed as to form an integral part of the can body, is a specially formed cellophane lining which is claimed to afford full protection against moisture transmission in one direction and oil transmission in the other direction.

The product, in its new package, has been on the market for a number of months now and is reported to be satisfactorily meeting every (Continued on page 84)



POURCLEAN

IT POURS clean



Controlled pouring—"as much as you want and no more"—best describes Anchor Hocking's Pourclean Bottles for drugs and pharmaceuticals. The stream flows out smoothly, stops the instant you want, cuts off clean, and there is no after-drip. All due to the special design of the pouring lip! You will like these Pourclean bottles as soon as you

see and try them. Sizes?...nine of them from 3 to 80 oz., liquid capacity. Let us send you samples and submit prices based on your requirements. ANCHOR HOCKING GLASS CORPORATION, Lancaster, Ohio.

ANCHOR HOCKING
-an unbeatable combination



REDESIGN BY-PRODUCTS

Seeking a lighter weight container, Oelerich & Berry found handling and consumer advantages as well

An outstanding instance of the advantages which manufacturers are finding in the newer types of glass container is found in the recent experience of the Oelerich & Berry Co. This firm had formerly utilized a tall, ovoid jar in which to pack its various preserves. The jar had ornamental side panels and large, relatively flat front and back panels, with an over-all height of $6\frac{3}{4}$ in., a width of $3\frac{1}{4}$ in. and a depth of $2\frac{1}{2}$ in. It thus occupied a volume of approximately 55 cu. in. and, carrying 1 lb. of preserves, presented a total weight of 1 lb. 13 oz.

To provide a more attractive and simpler package and to lower shipping and handling costs, a change to a lighter, more compact jar was decided upon and the results, in the opinion of the company, have more than offset any doubtful advantage of apparent greater size which the old container possessed.

The new container, with a circular cross section, had a diameter of approximately $2\frac{3}{4}$ in. and a height of approximately 5 in. It thus occupied, for shipping pur-

poses, an area of about 38 cu. in.—less than three-quarters of the area of the old container. While holding the same quantity of preserves, 1 lb., the total weight of jar and product equalled only 1 lb. $9\frac{1}{2}$ oz.

A label identical to that utilized on the old container was adopted for the new one and, because of its better adaptation to the size and shape of the new jar, a marked improvement in label appearance, as well as in package appearance, was found. Substantial shipping savings were indicated, both in the lightened weight of the new container and in its smaller volume, permitting the use of a smaller shipping case and gaining consequent advantages in a reduction of the quantity of corrugated board required for shipping containers.

On the production line, the new container was discovered to have a number of advantages. The cylindrical shape eliminated the necessity for registering the position of the jar face both in filling on conveyors and particularly in labeling. (*Continued on page 90*)



A $4\frac{1}{2}$ oz. difference of weight is clearly indicated by the beam and pointer of the scale. The contrast in jar appearance—so distinctly favoring the new jar, at the left—is likewise clearly apparent.

**DOES YOUR PACKAGE SMILE
OR SCOWL AT THE CUSTOMER**



Be truthful with yourself. How does your lithographed metal package appeal to the consumer? Does it do a selling job? Heekin colors on metal . . . scientifically selected . . . artistically designed . . . will give your merchandise the modern appeal that makes it competitive. Heekin Metal Lithography gives your product added distinctiveness and sales appeal . . . without added cost. Every inquiry receives personal attention.

THE HEEKIN CAN CO., CINCINNATI, O.

HEEKIN *Lithographed Cans*
WITH HARMONIZED COLORS



Three Times
in 1939
items carded by
BOSTITCH
win prizes
for packaging.

Solo Ejector Curler, Bostitched to the cover of a folding card, was a prize winner in the 1939 "5 & 10" Packaging Show. Hiawatha Elastic Sewing Thread and Quixy Fire Extinguishers, likewise stapled by Bostitch, also won packaging awards in this year's shows.

Bostitched packages were given awards for (1) excellence of design (2) sales value in open display, (3) durability and protection of contents, and (4) low production cost.

782 Bostitch machines and 85 varieties of staples are available to help you create a package that will win the prize of PROFITS.

18 Bostitch engineers and 300 specializing representatives in the field offer you their services and experience to provide the best methods and equipment for your particular packaging job.

Contact your local Bostitch office or write direct for specific information.

MODERN DISPLAY

MAKING THE BUYER SELL HIMSELF

by FRANCIS D. GONDA*

Anyone who has even casually observed the remarkable progress of display technique in recent years, cannot help noting the increase in drama—"human interest"—genuine depiction of life.

The use of direct color photography has been especially instrumental in this increase of realism which has virtually made the passerby part of the picture.

But in all these displays, after all, the customer is only a spectator, not a participant—only a part of the audience and not one of the cast. He may mentally "live himself" into the play or picture, but he is still not actually of it. So the most effective of all methods for getting the customer actively aiding the sale to himself is actual, physical participation to make him an actor in the play.

The simplest of these devices to get the customer to

*Vice President, Einson-Freeman Co., Inc.

sell himself is the "jumble tray" idea. Now, why do you think a woman is tempted to pick up a can from a jumbled heap, far more than from an orderly array? No—it's the exact opposite of the usual explanation. The answer is far more subtle than that.

Even though she may not realize it at all, Milady reaches for that can because of her inborn instinct for order. She wants, instinctively, to rearrange that disorderly heap neatly. But after she gets the can in her hand, she doesn't really know why she picked it up. So the equally feminine possessive instinct starts to operate at this point and once she has the can in her hand, she is likely to keep it.

That's why the top part of the Maine Corn floor display, which makes a tray out of a checked apron that would naturally be used by a woman to carry a load, is arranged as an inverted cone (*Continued on page 84*)



1-2. The pull of both of these counter displays is increased by the introduction of entertainment devices. In the case of the Williams display, a spinning device entices the customer to handle the display. The Harvester unit uses a spinning dice wheel to aid customers in deciding "who buys the next Harvester." Both seem to amuse the customer and induce intense interest in the product.





1

1. Old and new packages for the small kitchen tool line show a remarkable contrast in product visibility and eye appeal. Note that each new package incorporates an easel construction in which the balance of the merchandise assortment is held in the reservoir box behind the easel.

OUT FROM UNDER THE COUNTER

Kitchen utensils—especially "gadgets"—must be displayed if they are to be sold

A redesign program which has encompassed dozens of items in its line has recently been completed by the Edward Katzinger Co., Chicago manufacturers of kitchen utensils. Most of these items were formerly packed in plain, telescoping, folding boxes in a manner that obviously implied that the box was merely a means of transporting the goods to the dealer and not intended to meet the consumer's eye. Some of the products bore no identifying or descriptive or protective display or packaging accessories. Others had been mounted to individual display cards of various sizes and shapes and schools of design. Nothing, however, aided the dealer in displaying the merchandise nor insured the fact that the merchandise would be placed anywhere but under the counter or on a back shelf.

It is not surprising, therefore, that the company found itself confronted with a contradiction involved in a good line of well styled merchandise having ample dealer distribution, but not gaining the quota of sales which should have been its fair portion of the field. To remedy this condition, advertising manager Curtis L. Peterson, initiated a redesign program, the first fruits of which are here illustrated.

Six new display boxes for kitchen tools have been devised to replace the former telescoping cartons. Set-up boxes are utilized, each equipped with a hinged, easel display panel, brilliantly printed in reds and blues, and forming an integral part of the regular package. The dealer simply lifts this panel and locks it into slanting position to create both a counter display and a merchandise reservoir. A few of the items come mounted on the easel, ready for display, and the remainder of each boxfull of merchandise rests behind the easel for quick access by the dealer.

For larger assortments of merchandise and particularly for the larger kitchen items, the company has adopted another method of achieving adequate display. A group of wire racks have been prepared to accommodate and display either single items—such as an egg beater—or related groups of items such as spoons, forks, corers, mashers and spatulas. Each display is designed to stand by itself and to hold, in addition to the merchandise, the necessary colorfully printed descriptive price cards. The display racks have been so designed as to take up a minimum counter or window space and to conceal no portion of the kitchen tools. Each is shipped with its

assortment of merchandise in a single carton. Those designed for egg beaters are so constructed as to permit the customer an opportunity to whirl the beater and try its ease of operation without at any time removing the item from the display.

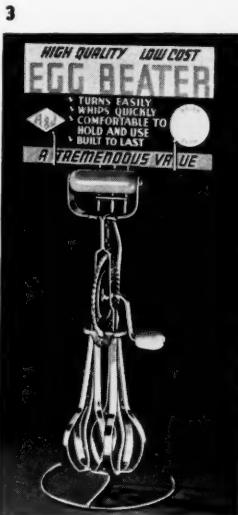
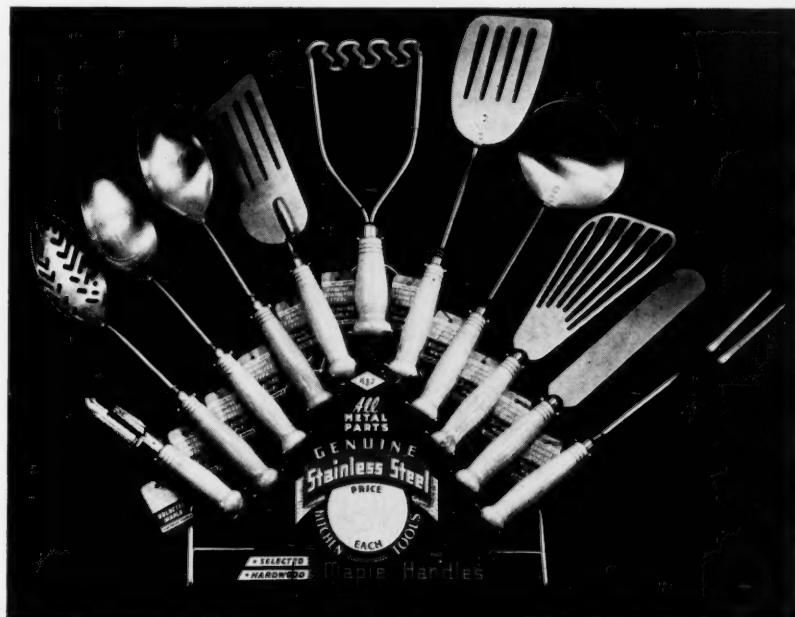
For a new wall can opener, the company has prepared what it terms a pylon display, consisting of an "L" shaped metal panel with an opener mounted on either face for demonstration purposes. This is shipped to dealers with a dozen sample tin cans, permitting the salesclerk to demonstrate the operation of the unit in full view of the customer, while permitting the customer to experiment with the opener right at the counter. The two-panel construction makes the unit self-supporting

and permits its use as a portable accessory fixture anywhere in the store. Each panel is decorated in three-color silkscreen effects.

The units in this line, introduced to the trade a few weeks ago, are reported to have already produced very substantial increases in sales in test stores—increases which are ascribed by the company almost entirely to the fact that the merchandise is now on view and easily available for examination by the consumer and does not, therefore, rely upon aid of busy store clerks who formerly had to bring the items out from non-display positions to consummate a sale.

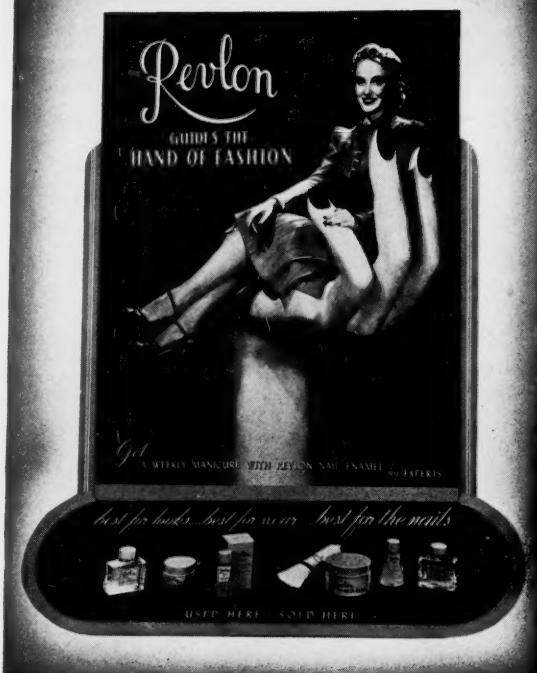
Credit: Boxes and paper displays supplied by the Supreme Box Builders.

2-3. Wire displays are used for larger items and to display assortments of related kitchen tools. Each is designed to occupy minimum counter areas and to display merchandise without masking any portion of it. **4.** To display and demonstrate wall can openers, a metal pylon to which two can openers are attached is utilized.





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3



4

1. An enormous blow-up of an aspirin tablet forms the central design motif for The Bayer Co., Inc., counter display. The unit is constructed of a plastic wood compound known as Durawood. Recesses are provided in the unit to hold Bayer products in actual sales packages. The display is small in size and yet permits the presentation of the various sizes of Bayer aspirin packages, a feature which would seem to appeal to dealers beset with the constant problem of how best to display numerous products in the usually limited drug department display area. Produced by the Advertising Statuettes Corp.

2. Abbott Laboratories presents a new window display which, like its predecessors, stresses the interrelation between scientific research and the work of the physician. In the center panel may be seen various Abbott products with a drug clerk carefully measuring a prescription. The general design plan and the presentation of messages is planned to convey an ethical appearance which will assure consumers of the dependability of Abbott pharmaceuticals. Display Unit designed and produced by the Ketterlinus Lithographic Manufacturing Co.

3. Carstairs Bros. Distilling Co., Inc., introduces a new window display which is timely in its design motif. A skyline, symbolizing the New York World's Fair, is seen in the foreground, printed on corrugated paper. The sun rising over New York City is illustrated on the platform to tie-in with the slogan, "The drink of a new day," printed against the corrugated paper background. The window display is executed in six colors and lends a striking background for the actual bottles of liquor which are placed on the platform and arranged in front of the unit. Produced by the Promotion Displays Corp.

4. Duke of Kent watch straps are displayed and merchandised in this counter display which incorporates a Lumarith Protectoid window to provide protection for the items from loss or soiling without sacrificing visibility. The unit is constructed of wood with a metal front bearing the product name. Lumarith Protectoid by the Celluloid Corp.

5. "The Hand of Fashion," which has come to be the symbol of Revlon nail enamel, is the basis for this arresting window display. A direct color photograph of an attractive model sitting in a giant molded hand effectively demands attention. The bottom panel bears various Revlon products reproduced through direct color photography. Produced by Einson-Freeman Co., Inc.

DISPLAY GALLERY



6

6. A novel three-dimensional effect is achieved in this display by means of a prop construction of the cart which is designed to hold an actual bottle of wine. A section bearing instructions for the use of the display is scored so that it is easily pushed out of the die-cut section, the bottle then fitting into the hole. A small rack is provided marked "Take a folder," the folders fitting into this holder and resting in the bottom of the cart. The display effectively recreates the atmosphere of the California monastery where the Christian Brothers wine is made and the unit is usable as either a window or counter display. Developed for Picker-Linz, Inc., through the cooperation of the Green-Brodie Co., advertising agency and Einson-Freeman Co., Inc.

7. This metal dispenser and merchandiser contains 400 ft. of Flamemaster asbestos wick in four popular widths. Soiled and tangled stock is eliminated since the wick is held neatly in position on individual rolls, the desired length cut off as demanded. The front face of the unit bears a stove guide which gives the right type of wick for all popular makes of stoves, thus enabling the dealer to efficiently meet consumer demands for varying sizes of wick. The dispenser is lithographed in color and may be placed either on the counter or hung in a handy position on the wall. Produced by the Sign & Display Guild.

8. Factory packed in colorfully printed shipping containers that convert into a sales making counter display when received by the dealer, the Boss Manufacturing Co. work gloves unit is reported to have increased sales up to 300 per cent. Jobbers, it has been reported, are enthusiastic about this glove shipping-display container because packing of the selected glove assortments at the Boss plant eliminates the unpacking, placing in stock and re-packing which was formerly necessary in order to make shipment to dealers. Dealers simply open the box, place the display on the counter and since price is plainly printed on the container, the consumer is invited to help himself. Display-shipping cartons by the Hinde & Dauch Paper Co.

9. The "Yankee" Handyman Accessory Pak, a product of North Bros. Mfg. Co., combines items formerly merchandised separately and thus makes available a complete ensemble to be utilized in connection with two styles of Handyman driver handles. The various accessory tools are stapled to a card, the entire ensemble neatly enclosed in a cellophane envelope. A small counter display holds six Accessory Paks in upright and readily accessible position. A display card at the back of the merchandiser photographically illustrates the use to which the tools may be put. Counter display supplied by Geo. H. Snyder, Inc.



7



8



9

DISPLAY GALLERY



10

10. To promote their recently introduced concentrated chicken soup, Wyler & Co. utilize this simple counter display to provide an attractive background for their tumbler packages. The unit consists of a single die-cut sheet which folds to provide both base and background and is held erect by the weight of the tumblers in the rear row. Spots are provided on the base of the display card to aid the dealer in locating each of 12 tumblers. Slogans descriptive of the various selling points of the product are set on these spots and appear as containers are, one by one, removed for sale. Photo courtesy White Cap Co.



11

11. To encourage dealers to display dental floss, an item which, because of its size, is usually kept by druggists in closed drawers, the Bauer & Black division of The Kendall Co. utilizes a transparent acetate display unit of drum type with a partially telescoping lift lid. Transparency was desired in order to permit the fullest possible display of the packages in an enclosed space which would discourage pilferage. The compact unit is sold and shipped to dealers with its assortment of merchandise already in place. Display produced by the Federal Tin Co.



12

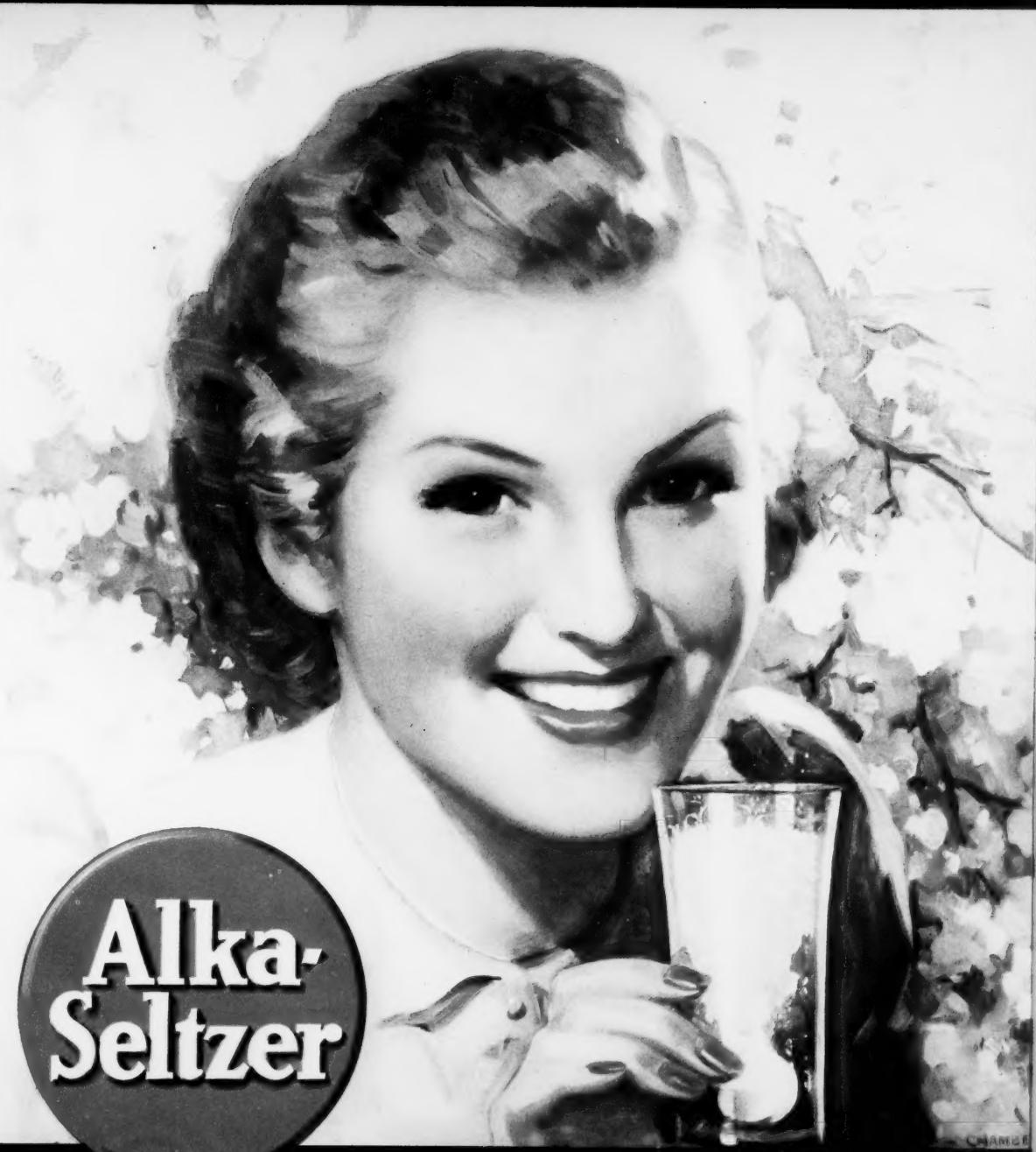
12. To tie in with the growing interest in Father's Day, the Calvert Distillers Corp. has supplied dealers with this counter display unit, unique in that it deliberately omits a picture of father in preference for an illustration of the various accessories of the average father's comfort—chair, book, pipe, slippers and, by direct implication, Calvert's "Reserve" whiskey. A quart bottle of whiskey is inserted through a die-cut portion of the counter display to serve as a central focus of interest.

13. To encourage counter display of Duco cement, the Chemical Specialties Division of E. I. du Pont de Nemours & Co., Inc. now ship a dozen cartoned tubes of cement in this convenient counter display container. The top face of the container is so dimensioned as to actually cover the unit in shipment. Placed on the counter, this lifts up for display purposes. Display carton manufactured by the National Folding Box Co.

13

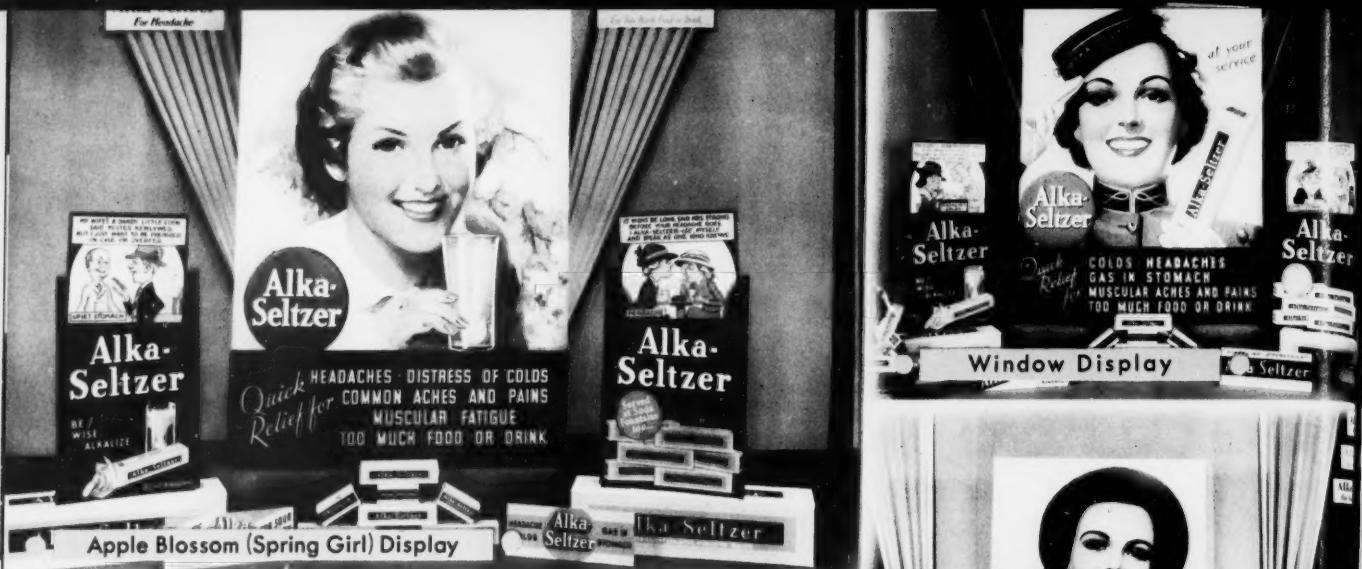


★ ANOTHER TIMELY DISPLAY



Quick Relief for HEADACHES · DISTRESS OF COLDS
COMMON ACHES AND PAINS
MUSCULAR FATIGUE
TOO MUCH FOOD OR DRINK

★ CREATED AND
PRODUCED by FORBES



Making ALK-A-SELTZER an everyday BUY-WORD

STOPPING shopping eyes, with timely and seasonal display material, persistently, consistently and insistently . . . in store windows . . . on store counters . . . on store walls . . . and out on the dealer's floor.

Presenting ALKA-SELTZER . . . repeating ALKA-SELTZER . . . reiterating, shouting, drumming, hammering home the story of ALKA-SELTZER . . . forever KEEPING that familiar trade name FAMILIAR, by intelligently maintaining point-of-sale contact between shoppers and ALKA-SELTZER.

Shrewd, keen merchandising, that . . . and it's made ALKA-SELTZER an everyday buy-word.

MORAL: { To increase sales, cultivate shop-
pers who are in a buying mood,
with point-of-sale material created
and produced by FORBES.



FORBES

THE SHOP
BY THE SEA

NEW YORK

CHICAGO

LITHOGRAPH C

P. O. BOX 513 • BOSTON
CLEVELAND • ROCHESTER • DETROIT



Left: The photographs, as they appear in the finished display, make a perfect tie-in with the copy theme utilized in promoting Coors beer. Right: Construction detail shows how the die-cutting device has been utilized to enhance the realism of the unit.

SOLD BY A WATERFALL

Coors displays emphasize pictorially the slogan "The water makes a difference"

In a New York studio, a month or two back, package after package began to arrive from Denver. Some contained sections of aspen wood; others contained fern, moss, small western shrubs and even two tiny fir trees, all characteristic of the vegetation to be found on the slopes of the Rocky Mountains. Armed with these tools of realism, photographer Paul Hesse proceeded to create a setting duplicating a tiny waterfall, exactly as it would appear on a stream located high up in the rugged Rockies.

In his picture, a hand reached out to catch, in a little cup, the cool, sparkling water that gushes forth from a moss-covered rock. Striving and succeeding in catching the misty, dewy quality of the actual stream and shrubbery, these direct color photographs managed to convey, in most realistic fashion, a thirst-giving impression of cool and delicious liquid refreshment.

Turned over to the lithographer, the photographs have now appeared in a window display of remarkable effectiveness, the impression of the photography, of itself, being further enhanced by an intricate, die-cut construction which seems to make the stream of spring water

actually project out from its rocky background and flow into a mass of verdant foliage which projects still further forward in this three-dimensional unit. Further depth is achieved with the use of two side pieces reproducing other bits of western shrubbery. The whole ties in so well with the Coors beer sales story as to form a natural unit in which every portion of the display is perfectly related to every other.

The construction of the display, with its western aspen wood frame, is designed to emphasize the feeling of depth, shadow and coolness and though dark tones are utilized on the central portion of the illustration, the unit loses nothing in display power, both because of the effectiveness and attractiveness of the illustration itself and because all type matter and product reproductions appear on brightly lit portions of the display.

The Adolph Coors Co., of Golden, Colo., sponsors of the display, report a remarkably widespread acceptance of the unit by dealers in their distribution territory.

Credit: Unit designed by W. W. MacGruder Advertising Agency and the Einson-Freeman Co., Inc., and produced by the latter company.

ALCOA COMPLETES ITS PROGRAM

(Continued from page 52)

containing a capital "K" and surmounted with a stag's head, a pattern which likewise appears on each piece of gift ware. Between the parallel bars, however, is an additional distinctive script of the word, "Kensington," which tends to give the package an extra note of refinement in keeping with its contents.

In the case of Aluminum Seal Co., the elliptical closure-like trade mark of the company is similarly set in the top of the ball and the firm name printed within it. The identifying legend on Aluminum Seal Co. packages would, of course, be "Closures," "Milk Bottle Hoods," "Aluminum Foil Capsules" or something similar.

One of the most notable improvements made possible through the adoption of the new design was in the case of the shipping cartons being used by the Massena, N. Y. works of the Aluminum Co. of America. Prior to the change, the Massena carton was a solid fibre case with the Alcoa trade mark printed in black on one panel and the name of the company on the other. To give it additional support for handling, the carton was banded with $\frac{3}{8}$ in. steel strip which ran through and partially obscured the trade mark. As a matter of fact, the container was so functionally wrong on the basis of modern package standards, that the Massena carton was used as the starting point in the application of the new design to the company packages.

A new carton was designed which eliminated the steel reinforcing strip entirely, yet gave an entirely satisfactory container for Massena products. The new design was a decided improvement over the old type printing and, in addition to obtaining a neater, dressier package, some 25 per cent in carton costs was saved at this one plant alone.

Notwithstanding the marked improvement in appearance of The Aluminum Cooking Utensil Co. cartons, it was found that several of the sizes of boxes being used could be standardized. Originally, this company was using 453 different cartons of various shapes and sizes for aluminum cooking utensils. By careful study and efficient designing, it was possible to reduce this number by approximately 10 per cent, thus effecting a lower unit carton cost.

The steel drums used by the Aluminum Co. of America for its Alcoa Albron aluminum paste and powder pigments for aluminum paint were originally obtained from three different sources. Consequently, three different kinds of drums were being used. With the restyling program, however, the design of the drums themselves

as well as their decoration has been standardized, with a resultant saving of 10 per cent in drum costs. The entire outside of the drum is painted in aluminum to approximate the color of the paste or powder that it contains. Through the center section of the drum is placed the ball-and-bars design of the Aluminum Co. of America with the identifying "Alcoa Albron Paste" or "Alcoa Albron Powder" in block letters between the encircling bars. In order to further differentiate the paste from the powder, the conventional blue is used for the powder container designs and red for the paste container.

A variety of printing styles had formerly been used in making labels for the tin and fibre cans used as containers for smaller quantities of aluminum paste and powder. All these styles were standardized into one attractive label. The design, in red or blue, is printed on an aluminum ink background. Not only does this make an impressive and contrasting package, but the predominating aluminum color of the label is practically the same as that of the contents of the can and thereby serves to deliver a visual impression of the product.

In printing the paper bags used by the Aluminum Ore Co., it was found that the design adapted itself quite well to these containers also. The printed information was arranged so that it would not be lost on the curved bottom sections or sides of the bags when they were filled and stacked in a vertical position. The new design saved one color in printing.

An important phase of the redesign program was the complete standardization and restyling of the mailing labels and shipping tags. Previously, every plant and every sales office was using a different design of label, or a total of 23 different kinds. All 23 types have been consolidated into a single distinctive label which bears the same characteristic blue ball and parallel bars design. Each sales office or plant is identified by a return address printed in blue directly below the ball design and between the twin bars. The shipping tags are similar to the mailing labels and are more attractive and convenient to use than the wide variety of tags that they replaced. The adoption of the new tag made it possible to save two colors in printing in addition to gaining a better appearance.

Through the use of this new design, the Aluminum Co. has created a package that answered a need. Dull, drab-looking containers were transformed into striking, eye-appealing packages that carry a simple yet impressive advertising and sales message. The pattern was of such a nature as to permit its adaptability to all types of containers used by the company and its subsidiaries and, in addition, proved so flexible that its use could be extended as well. The versatility of application afforded a more or less complete standardization of these pieces with resultant reduced costs in both printing and hauling—two very important points in large scale packaging.

Equipment and Materials

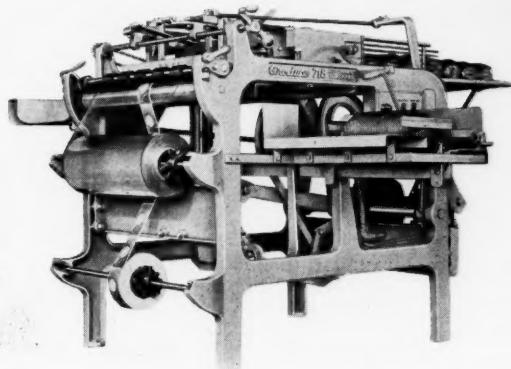
NEW DEVELOPMENTS IN PACKAGING MACHINERY · METHODS AND SUPPLIES

NEW SHEET PILER

The Charles Beck Machine Co. has announced the development of a new sheet piler equipped with an automatic lowering table for use in conjunction with the sheet cutters which this company manufactures. The machine takes a pile 33 in. high and lowers it at a rate, which may be varied while the machine is running, from .004 in. to $3/32$ in. per cut. The hand control has two speeds—low speed for raising or lowering a heavy pile and high speed for handling light piles or for quickly returning the empty table to the top position. The full pile may be removed from either side or from the end of the machine without the removal of the jogging wings or without disturbing their original setting. This is accomplished, it is reported, by the simple turning of a lever which swings the wings clear of the pile. Sheets are jogged evenly on all four sides.

AUTOMATIC WRAPPER

The Gellman Manufacturing Co. has announced the development of a new machine known as the Producer automatic wrapper. The unit wraps bread, rolls, candy, cookies, etc., in wax, cellophane or glassine paper, either single or double wrap or with band. The wrapper is

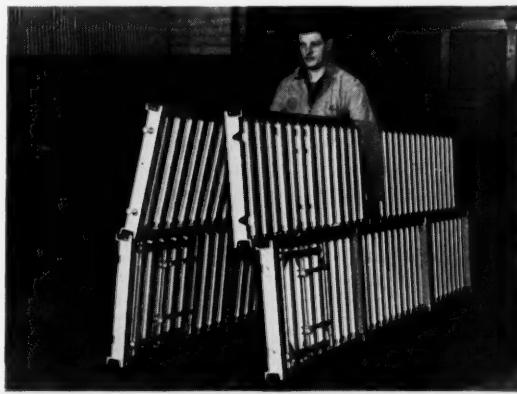


claimed to be simple to operate, there being no elevators to change, wrenches to use or parts to remove. Two adjustments are provided for length of the product on the elevator and for length of product on the conveyor. The automatic paper feed is then set and the machine automatically wraps and seals the product. The Producer wraps whole or sliced bread up to 6 in. high, 7 in. wide and 7 in. to 18 in. long. The machine, it is claimed, operates at a speed of 600 packages per hour.

PORTABLE GRAVITY ROLLER CONVEYOR

The Jervis B. Webb Co. has announced the development of a new type of portable gravity roller conveyor section, constructed of Dowmetal for lightness and strength.

A 10 ft. section of the new conveyor weighs 70 lbs. and each section is equipped with carry handles to per-

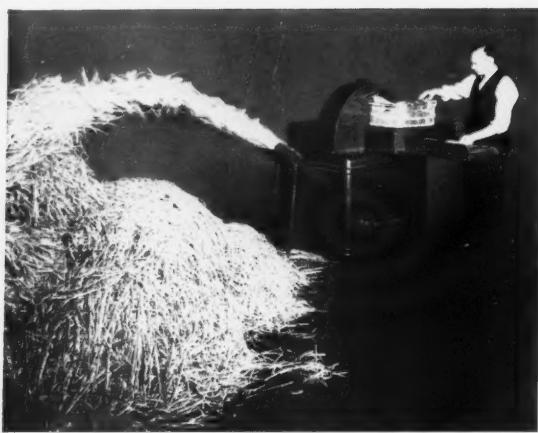


mit ready portability. To permit of quick set up and removal, one end of each section is equipped with projecting knobs which nest into slots at the opposite end of the adjacent section to provide an easily made and easily broken joint. The slots are so designed as to automatically adjust the sections adjacent to each other. Each section can also be equipped at one end with folding supporting legs.

One man, it is claimed, can set up or take down five sections, measuring 50 ft., of the new roller conveyor in a space of one minute.

REDESIGNED PAPER SHREDDER

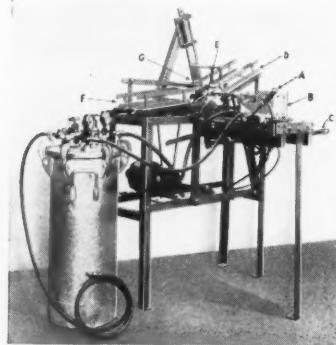
The improved Mitts and Merrill Air-Fluff paper shredding machine is of all steel construction, weighs 1650 lbs., occupies a floor space of 4 ft. by 5 ft. and utilizes a



3 hp. motor. The machine converts all types of old waste paper into excelsior, automatically delivering it to containers or balers. All moving parts in the unit are completely guarded and the housing over the knives makes for safe operation. The shredder is equipped with a variable speed mechanism which permits changes in the width of the excelsior from $\frac{1}{16}$ in. to $\frac{5}{16}$ in. as desired. The machine can be arranged by special pulleys to cut widths narrower or wider than these standard widths if it is so desired.

SEMI-AUTOMATIC SPRAY MACHINE

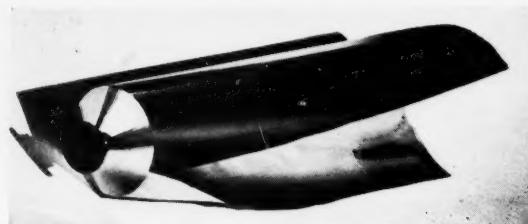
The Eclipse Air Brush Co., Inc., has developed a machine for the semi-automatic spray coating of the inside of small cylindrical containers such as collapsible tubes, paper or metal cans. The cylinders feed by gravity down an adjustable slide and are released by a manually operated lever onto a rotating device. A solenoid operated spray gun fitted with an extension nozzle is then moved forward to coat the inside, while the cylinder



is being rotated. The gun is pulled back and the next cylinder comes down, pushing the finished one on its way. A $\frac{1}{6}$ hp. electric motor operates the automatic part of the equipment. An average production of 10,000 pieces per 8-hour day, it is claimed, can be maintained with this machine.

TUBE LINING MATERIAL

The Sun Tube Corp. has announced the development of a thermo-plastic rubber compound to be used in the lining of collapsible tubes. The rubber base material is reported to be inert to solvents and to most acids and



alkalis and is likewise resistant to saponification. The internal tube coating is colorless and odorless and has a high degree of mechanical strength. The compound is applied to the tube walls by flushing rather than spraying, thus, it is claimed, eliminating pinholes in the material and achieving an even coating. The illustration shows a section of the coating scraped away.

FOOT CONTROL SWITCH

The Leeds Electric & Mfg. Co. has announced the development of a new control switch for unit powered equipment, operated by foot pressure. The unit consists of a plate, located at the proper angle for natural and untiring operation by the workers foot. Its dimensions, overall, are $7\frac{1}{4}$ in. long, $5\frac{1}{8}$ in. wide and $2\frac{1}{2}$ in. high. The circuit is closed as long as the foot is on the control and removal of foot pressure opens the circuit to permit inspection or other stoppage of the machine.



PYROXYLIN COATED SHEET

Artcote Papers, Inc., has announced the development of a new type of pyroxylin coated sheet having a coating on both back and front faces. All formerly available sheets have been coated on one side with the reverse side remaining as natural uncoated stock. The material is believed to have particular application in the tag, label and envelope fields, as well as for use in certain types of displays.

Plants and Personalities

NEWS

NOTES

TRENDS

THE ARMSTRONG CORK CO., Lancaster, Pa., has announced several changes in executive personnel. Dwight L. Armstrong, vice president and formerly general manager of the Glass and Closure Division, will devote his time to the administration of the company's general affairs, working with H. W. Prentis, Jr., president and F. L. Suter, first vice president. J. C. Feagley, former assistant general manager, will succeed Mr. Armstrong as general manager of the Glass and Closure Division. Mr. Feagley will be assisted by Roy W. Horning, formerly general superintendent of the company's Pittsburgh plant. Mr. Horning has been succeeded by George W. Warwick, who will have as his assistant P. H. Young, formerly plant engineer at Pittsburgh.

George S. Bacon, long connected with the Whitall Tatum and Armstrong Cork Co. organizations and general manager of the Millville, N. J., glass plants, has retired from active service. His son, J. Lawrence Bacon, has assumed the position of general superintendent of the Millville plants. Harry McDonald, of the company's Dunkirk, Ind., glass container plant, has been transferred to Millville as assistant general superintendent. V. L. Ritter has been named assistant to John H. Melloy, general superintendent of the Dunkirk plant and A. J. Diener has been appointed assistant production superintendent under J. J. Kress. Mr. Diener's former position as plant chemist has been filled by John Mink who has been transferred from Millville.

THE NEW YORK OFFICE of Hercules Powder Co., Inc., is now located at 500 Fifth Ave. W. M. Annette, in charge of the New York office, announces that Rex St. Clair will be manager of explosives sales. G. C. O'Brien will continue as manager of naval stores sales and as supervisor of general office activities.

THE STEVENS-NELSON PAPER CORP., New York, N. Y., is the new corporate title of the former Japan Paper Co. The company will continue to market the domestic and imported papers formerly sold by Japan Paper Co.

MONSANTO CHEMICAL CO., Springfield, Mass., announces the acquisition of Resinox Corp. Charles Lichtenberg, vice president and general sales manager of Resinox Corp. will make his headquarters in the New York office of Monsanto Chemical Co.

CANS, INC., is now located at 3217 West 47th Place, Chicago, Ill.

RUECKERT MANUFACTURING CO., Providence, R. I., announces that the control and management of the company has been taken over by Guy Wing, George Deware and Joseph Carroll, all of whom have been with the organization for over 25 years.

A BLAST which damaged one of a battery of varnishing machines and broke a number of windows in the plant did not stop operations at the Norwood factory of the United States Printing & Lithograph Co., Tuesday, May 9th. Within half an hour after the occurrence the entire factory had returned to normal except in the immediate vicinity where the damage occurred. No personal injuries of any kind resulted from the explosion, though practically a full crew were at work. The exact cause has not been definitely determined, but the damage is fully covered by insurance. Deliveries and shipments were uninterrupted and production proceeded without a halt. Even in case one of the company's plants were to be entirely incapacitated for any reason, it is reported customer service would be unimpaired, as operations would be taken over by another plant of the company.

REYNOLDS MOLDED PLASTICS, a division of the Reynolds Spring Co., Jackson, Mich., has announced the establishment of a sales office in Cleveland, Ohio, at 601 Hanna Building. Robert R. Wilson will be in charge of the branch. Production and shipping operations will be handled by the new plant at Cambridge, Ohio.

WESLEY A. STEELMAN has been reappointed Pennsylvania representative of Milprint, Inc., Milwaukee, Wis. Nels Harris, who serviced the Pennsylvania territory for the past year, has been transferred to New York as special representative.

GEORGE E. DYKE, former executive vice president of Robert Gair Co., Inc., New York, N. Y., has been elected president of the company to succeed E. Victor Donaldson who has resigned. George W. Brown, president of Gair Co. Canada Ltd., one of the company's subsidiaries, was elected a director to succeed E. Victor Donaldson.

THE NEW YORK OFFICE of the National Collapsible Tube Co. is now located at 480 Lexington Ave.

GILBERT ROHDE, industrial designer, announces the removal of his offices to 22 East 60th St., New York.

AT THE SEMI-ANNUAL meeting of the Society of the Plastics Industry, held at the Westchester Country Club, Rye, N. Y., Donald Dew, president of the Die-molding Corp., was elected president of the Society. Henry J. Kasch of Kurz-Kasch, Inc., was elected vice president. William S. Grove of the American Insulator Corp. was elected secretary-treasurer and Alan B. Fritzsche of the General Industries Co. was elected chairman of the board of directors. Others elected to the board of directors were W. F. Reibold of the Waterbury Button Co., Clinton Blount of the Bakelite Corp., Morry Bachner of the Chicago Molded Products Corp., William T. Cruse of the Celluloid Corp. and E. F. Lougee, editor of Modern Plastics magazine.

THE KARL KIEFER MACHINE CO., Cincinnati, Ohio, announces the appointment of Mailler Searles, Inc., as the company's representatives in California, with offices at 300 Seventh St., San Francisco and 420 South San Pedro St., Los Angeles.

THE KAUMAGRAPH CO. has removed its entire plant to Wilmington, Del. The new general sales offices are located at 16-22 East 34th St., New York, N. Y. The personnel of the company is unchanged. Trowbridge Marston, president and T. H. Miller, secretary-treasurer, are at the general offices in Wilmington. George M. Porges, vice president, will continue the sales direction from the New York offices.

ANCHOR HOCKING GLASS CORP., Lancaster, Ohio, and its affiliate the Anchor Cap and Closure Corp., Long Island City, N. Y., announce the closing of their St. Paul, Minn. office and the opening of a new office at 216 Security Building, Minneapolis, Minn. W. F. Strache, manager of the St. Paul office will remain in charge of the Minneapolis office.

THE 34TH ANNUAL CONVENTION of the Lithographers National Assn., Inc., will be held at the Westchester Country Club, Rye, N. Y., June 13 to 15.

THE FOLLOWING have been elected officers of Packaging Institute, Inc., which is a merger of the Packaging Machinery Manufacturers Institute, Inc., and the Production Managers' Assn.: William M. Bristol, Jr., vice president in charge of production of Bristol-Myers Co., president; Carl H. Lambelet, president of the New Jersey Machine Corp., vice president. Directors are: H. M. Bowman, Unit Packages, Inc.; H. F. Brownell, McKesson & Robbins, Inc.; William M. Bristol, Jr., Bristol-Myers Co.; Kendall D. Doble, Pneumatic Scale Corp., Ltd.; G. Prescott Fuller, Dexter Folder Co.; Wallace D. Kimball, Standard-Knapp Corp.; C. H. Lambelet, New Jersey Machine Corp.; J. Y. Lund, Lambert Pharmacal Co.; Morehead Patterson, American Machine and Foundry Co.; C. E. Schaeffer, Stokes & Smith Co.; George R. Webber, Standard Brands, Inc., and L. P. Weiner, Hiram Walker & Sons, Inc.

GLORIFYING THE "COMMON" COOKIE

(Continued from page 48)

and obvious appeal to the juvenile or young folk market.

Incorporating re-use features, we find a set-up box, covered with fabric, printed in an all-over design, depicting a panoramic view of the New York World's Fair, which serves well as a utility box in the home after it has been emptied of cookies. Another set-up box is covered in a metallic paper, the top of the box lid being decorated with a removable picture. The colorful print is suitable for framing and this not only serves to enhance the package, but likewise offers the consumer a "big value." Both of these containers have hinged lids. The identification labels on both packages are easily removed so that the containers are in no way marred when utilized in the home as utility or decorative boxes. In fact, many of the containers shown are such as to appeal to after use and are likely to remain in service long after the original contents have been used up.

The classic results which may be obtained through appealing to the child is noted by the friendly welcome which has been reported for the tin pail and megaphone type container. The cookies are cellophane wrapped and placed within the tin pail or megaphone container, the latter having a removable base which permits insertion of the product and likewise converts the cylindrical container into a megaphone.

Credit: Tin containers by Geo. V. Clark Co., Inc. Megaphone packages by Sealright Co., Inc.

MILLIONS OF CANDIES

(Continued from page 36)

lines being located on a single floor of the plant and numerous others being found at various other processing points in the plant.

To production men in any line of industry, confronted with the constant problem of keeping manufacturing spaces clear for production, some of these Necco methods may prove particularly interesting, in view of the manner in which this plant succeeds in maintaining a constant motion of supplies from various sources, through their centralized meeting points and onward to stock rooms or shipping platforms. The equipment used to achieve this goal is not, in itself, complicated, nor does it deviate substantially from established standards—although much of it has been manufactured to Necco's specifications or actually created within the Necco plant. Most significant, however, is the way in which this equipment is so interrelated as to facilitate work, while, in itself, occupying minimized areas.

If You Want

TO REDUCE YOUR CARTON PACKAGING COSTS
TO INCREASE YOUR PRODUCTION
TO SAVE FLOOR SPACE
TO INCREASE PROFIT . . .

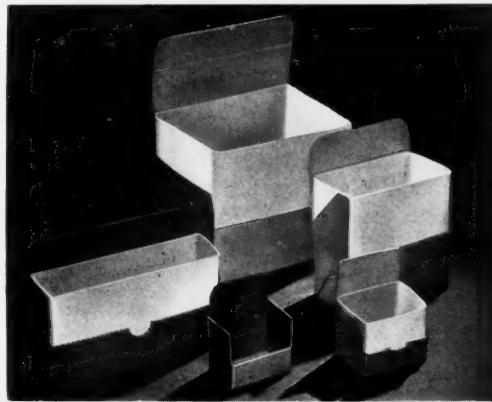
INVESTIGATE THESE PETERS CARTON PACKAGING MACHINES

THIS MACHINE SETS UP THE CARTONS

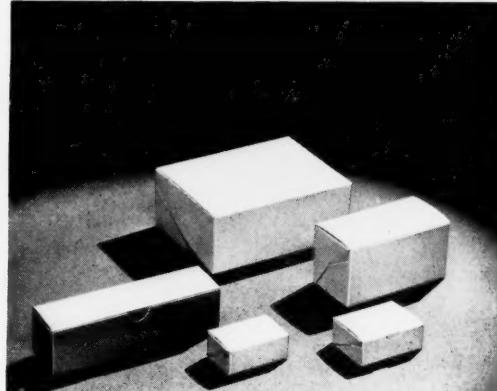


PETERS JUNIOR CARTON FORMING AND LINING MACHINE which operates at speeds from 30-40 cartons per minute, requiring only one operator. Machine can be made adjustable to set up a wide range of carton sizes.

Appearance of Cartons . . . AFTER BEING SET UP

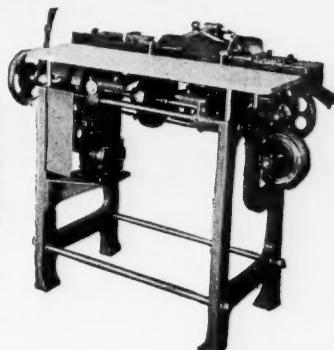


THIS MACHINE CLOSES THE CARTONS



Appearance of Cartons . . . AFTER BEING CLOSED

PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE which automatically handles 30-40 cartons per minute, requiring no operator. Can also be made adjustable to close a wide range of carton sizes.



Send us samples of the cartons you are interested in setting up and closing economically or advise their sizes. We will be pleased to recommend machines to meet requirements.

PETERS MACHINERY CO.
4700 Ravenswood Avenue, Chicago, Illinois

Canadian Representative: DELAMERE & WILLIAMS, LTD., W. Toronto, Canada
British Representative: BAKER PERKINS, LTD., Peterboro, England

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

"SERVANTS OF MODERN INDUSTRY" is the title of a comprehensive booklet on Monsanto plastics, products of the Monsanto Chemical Co., Plastics Division, Springfield, Mass. The history, development and characteristics of Monsanto plastics are presented. Sections on cellulose acetate, cellulose nitrate and cast phenolic resin give information on these plastic materials and illustrate full color photographs on a variety of products made of them. The publication likewise includes a "catalogue" on Monsanto cellulose acetate molding compound which presents general qualities, principles of molding, formulae and color designations, general properties, applications, etc. Similar "catalogues" are given for Monsanto cellulose acetate, cellulose nitrate and cast phenolic resin.

THE GARDNER-RICHARDSON CO., Middletown, Ohio, has published a "Display Book" which photographically illustrates the manufacture of boxboard, folding cartons and specialties. Each step in the process of manufacture is pictured and described briefly in non-technical terms. Sections photographically present various types of cartons, set-up boxes and cans and samples of boxboard—Lithwite, Hydro-Tite, Greasene—are included. A color section shows many sales packages printed in full color on Lithwite board.

ADVERTISING METAL DISPLAY CO., has published a profusely illustrated booklet under the title "Metal Displays and Signs," demonstrating the wide range of its products and the flexibility of the medium used in the manufacture of its displays. The products illustrated range from metal counter displays for such items as chewing gum to spectacular floor stands and store fixtures.

"THE HANDBOOK OF THE FEDERAL FOOD, Drug and Cosmetic Act and enforcing regulations," published by the Container Corp. of America, Chicago, Ill., might well be welcomed by many manufacturers puzzled as to just how the Act applies to their respective products. The 133-page volume contains a

reprint of the Act and reprints of regulations promulgated by the Secretary of Agriculture with marginal notes for convenient reference. A questionnaire section provides the user of packaged products a helpful means of determining whether or not labeling material is prepared in compliance with the Act and a list of foods exempted from the requirements of the law is another helpful feature of the book. There is likewise a summary of information which must appear on the label under the Food, Drug and Cosmetic Act.

"SELECTED INFORMATION on Manufacturers of Containers and Closures other than Paper or Wood" is the title of a pamphlet issued by the Securities and Exchange Commission, Washington, D. C. This is a partial report on the Census of American Listed Corporations now being published by the Commission and based upon data collected by the Works Progress Administration workers. The report lists data on the American Can Co., Anchor Hocking Glass Corp., Continental Can Co., Inc., Crown Cork & Seal Co., Inc., Hazel-Atlas Glass Co., McKeesport Tin Plate Corp., Owens-Illinois Glass Co., Pacific Can Co., Standard Cap and Seal Corp. and the Thatcher Manufacturing Co. Included in the data on individual companies are a general survey, the names of the parents and subsidiaries of each company, the outstanding security issues of each company, 16 financial and operating ratios for each company, salary data for each company, individual balance sheets, profit and loss statements and surplus reconciliations.

Forthcoming summaries will cover data on registered companies in other major industries, including chain grocery and food stores, chemicals and fertilizers, etc.

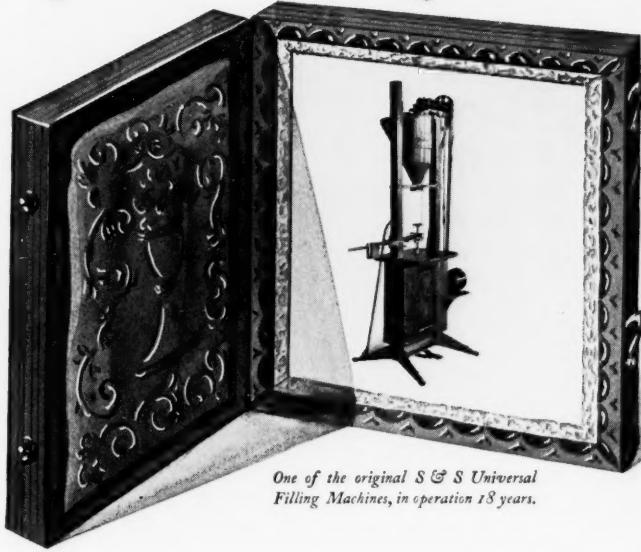
The preface to the report points out that these summaries are an attempt, in some measure, to bridge the gap between the data available in the files of the Securities and Exchange Commission and the many potential users to whom the data are now relatively inaccessible. Accordingly, the study has been confined to factual presentation of basic data, plus ratios and percentages derived from the data, with no attempt to draw conclusions or to indicate opinion.

W. C. RITCHIE AND CO., Chicago, Ill., has issued a color brochure entitled "Presenting—Transparent Packaging by Ritchie" and announcing the entry of this long established box making firm into the transparent field.

"YOUR SHARE OF THE \$500,000,000 CHRISTMAS Business" is the title of a portfolio, published by the Dennison Manufacturing Co., Framingham, Mass., designed to illustrate how gift-wrapped merchandise increases holiday sales. The portfolio is profusely illustrated with manufacturers' products packaged for Christmas with explanatory comments on the various types of gift wrapping materials available.

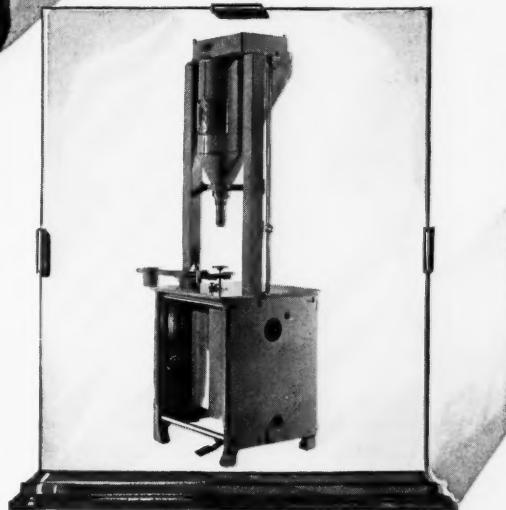
PEERLESS ROLL LEAF CO., INC., Union City, N. J., has issued a color chart demonstrating the colors available in the Peerless line of stamping and embossing foils.

\$nap\$hot\$ From the *Family Album*



One of the original S & S Universal Filling Machines, in operation 18 years.

"I'm his Great Great Grandfather and still going strong. But by heck, I'll have to admit that young upstart already knows more tricks than I ever did."



The latest model S & S Universal Filling Machine.

Yes, modern manufacturing methods demand modern machinery. And it is the everlasting aim of Stokes & Smith Company to develop the finest in packaging machinery. The results of their efforts are at your disposal—ready to profitably serve you, as they have long served many industries.

FILLING MACHINERY—CARTON FILLING AND SEALING MACHINERY—TIGHT WRAPPING MACHINES—TRANS-WRAP CELLOPHANE PACKAGING MACHINES. SPEEDS TO SUIT YOUR NEEDS—15-30-60-120 PER MINUTE.

STOKES & SMITH CO
PACKAGING MACHINERY PAPER BOX MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

"INDUSTRIAL MARKET DATA HANDBOOK" is the title of a Government publication to be available for distribution July 1. The volume contains complete figures on industrial production, employment, value of products, cost of material for fuel and power for the more than 3000 counties in the United States, similar data for every city of more than 10,000 population and like information for each of 280 industries on a national rather than a county basis. The study also contains additional information on the county location of 169,111 manufacturing plants and the industries in which they are operating. A county location table for each of the 23,000 mines in the country and summary data on industrial production and employment in the mines by counties is likewise a feature of the handbook.

The book was prepared as a cooperative study by the Bureau of Foreign and Domestic Commerce and the Bureau of the Census, Department of Commerce and the Bureau of Mines, Department of the Interior. The edition is limited to 7000 copies. The publication will be priced on the basis of actual printing cost and is estimated to be about \$2.50 per book. To secure a copy orders should be sent direct to the Superintendent of Documents, Washington, D. C. Prior to publication, requests for the book should be sent direct to the Bureau of Foreign and Domestic Commerce.

"IF CARTONS COULD TALK . . ." is the title of a folder issued by the Acme Staple Co., Camden, N. J. Various types of equipment for stapling shipping containers of all types are illustrated and described.

PURE-PAK DIVISION of the Ex-Cell-O Corp., has issued a new booklet, "The Pure-Pak Way," detailing and illustrating the Pure-Pak machines used in forming and filling the Pure-Pak paper container—a patented type used for milk, cream and kindred products.

THE DEPARTMENT OF ENGINEERING RESEARCH at the University of Michigan has issued its engineering research bulletin, No. 28, entitled "A Study of Corrugated Fibreboard—The Effect of Adhesive on the Strength of Corrugated Board."

THE BAKELITE CORP., New York, N. Y., has issued a booklet entitled "New Paths to Profits" which is designed as a primer or business man's guide to modern plastic materials. Various types of plastics and their possibilities for increasing sales appeal of merchandise are briefly described in non-technical language. Among the Bakelite plastic materials discussed are the cast resinoids, laminated materials, heat hardenable lacquers and cements, phenolic and urea molding materials, acetate and polystyrene molding materials.

THE ACME STEEL CO., Chicago, Ill., has issued a 24-page illustrated booklet which indicates how many commodities—metals, food products, paper, machinery, ceramics, forest products, etc.—can be braced for car-

load shipment safely and economically, resulting in lower freight bills (less rare weight), reduced bracing costs, elimination of damage claims and decreased loading time.

THE 2nd NATIONAL TOY PACKAGING CONTEST, sponsored by "Toys and Bicycles" magazine, was recently held at the McAlpin Hotel, New York, N. Y. The grand prize for the best game package was awarded to Hassenfeld Bros. Co. for their painting sketch case, here illustrated. The board of judges consisted of



Pauline Arnold, president of the Market Research Corp. of America., M. G. Brinkman, of The J. L. Hudson Co., David Koeller, Jr., director and buyer of the Blackwell-Wielandy Co., James C. McGrath, advertising manager of the W. T. Grant Co., Charles F. Stroebel, vice president of F. A. O. Schwarz, Martin Ullman, industrial designer and Alan S. Cole, general manager of the Breskin & Charlton Pub. Corp.

"AN IMPORTANT MEDICAL ATTRIBUTE" is the title of a booklet published by The Ivers-Lee Co., Newark, N. J., which is designed to present the advantages of the Sanitape-Sealtite method of packaging to the members of the medical profession. Illustrated are the lines of numerous manufacturers of pharmaceutical and drug items which utilize Sanitape-Sealtite packages. The booklet is being sent to a selected list of physicians and dentists as well as to local chapters of the American Medical Assn.

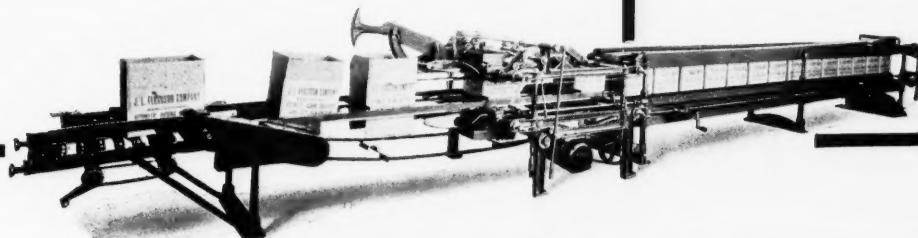
In the 1939 edition of the Packaging Catalog, page 208, the metal pail equipped with a new type of tight sealing lever closure, which locks top and can together, was credited as being shown through the courtesy of the Crown Can Co. This should properly be credited to the Wheeling Corrugating Co., Wheeling, W. Va., since this Seal-Tite container is a product of that company.

In the article "The Christmas Showcase," appearing in the May 1939, issue of MODERN PACKAGING, the Hinde & Dauch Paper Company's gift suggestion—a shipping container designed to simulate a suitcase—was erroneously described as being made of solid fibre. The container is made of corrugated board.

THE FIRST TO OFFER COMPLETELY AUTOMATIC CASE SEALING MACHINERY

Both large and small manufacturers in all packaging industries have standardized on Packomatic Case Sealers for greater economy, speed and efficient case handling.

The machine illustrated is easily and rapidly adjustable for a wide range of case sizes. Both top and bottom flaps of packed cases are automatically opened, glued, folded and perfectly sealed with this Packomatic machine. Speeds 200 to 2000 cases per hour. It may be made to glue and seal top flaps only, or bottom flaps only, with full spread, or spot glued. No operator required.



Packomatic Model "D" Shipping Case Sealer with 18 Ft. Compression Unit

PACKOMATIC PACKAGING MACHINERY

FOR EVERY PACKAGING PROBLEM
INCREASES PRODUCTION, LOWERS COSTS

Whether you want net or gross weight scales, volume or auger fillers, carton sealers, case sealers, carton forming machines—whatever your packaging problem—The Packomatic Way is the economical way. Hundreds of nationally known manufacturers depend on Packomatic for their complete packaging service.

REPRESENTED IN

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NEW YORK
BOSTON
ST. LOUIS
NEW ORLEANS
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PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

ONE OF OUR
ENGINEERS WILL
GLADLY CALL
UPON YOU TO
DISCUSS YOUR
PROBLEMS

PACKAGE LEGISLATION

(Continued from page 37)

indications that less than a half-dozen lawmaking bodies would continue deliberations well into June. Following is a state-by-state summary of legislative action affecting packaging taken during the past month.

California—Four bills calling for creation of a Consumers' Bureau in the State Board of Health to handle registration of proprietary foods, drugs, cosmetics and health devices and providing for publicity, health education and research were pending in committees in the house of their origin, three in the senate and one in the assembly, but their chance for passage was considered slight. They would prohibit the manufacture, production, preparation, compounding, packing, selling, offering for sale or keeping for sale, or the introduction into the state of adulterated or misrepresented foods, drugs, cosmetics or health devices.

Meanwhile, however, the assembly passed and sent to the senate for concurrence two bills designed to establish more stringent standards of purity for food and drugs sold within the state and provide a new definition for false advertising. While existing law requires proof of willful intent to deceive, the proposed amendments would declare unlawful advertisements "misleading in any particular." They would designate as state standards of purity those contained in the new Federal Act and place administration with the State Board of Health.

The legislature passed and the governor signed a bill designed to remove regulations governing washing and sterilization of milk containers and paper and other "single service" containers "made of material approved by the state agricultural director." Passed by both houses and waiting the action of the governor was a bill to broaden the definition of oleomargarine by including "all mixtures and compounds containing any edible oils or fats other than milk fat made in imitation or semblance of butter or, when so made, intended to be sold as butter or as butter substitute."

A Senate bill to provide for standard containers for apples was passed by the upper house and advanced well toward passage in the assembly.

Bills that passed the house of their origin and were awaiting committee action in the other house would require the phrase "this butter made in California" or "this butter not made in California" on all of the packaged product sold within the state and would bring persons and firms distributing butter received in packaged form from out of the state under the butter distributing, cutting and wrapping license.

Advanced toward passage in the house of their origin were bills for standard boxes for citrus fruits; for the prevention of the manufacture, advertising, sale or transportation of adulterated, mislabeled or misbranded cosmetics and complexion soaps, regulating the traffic in

cosmetics and complexion soaps and providing penalties for violation of the act; for addition of the phrase "offer for sale" in the statute making it unlawful "to prepare, pack, place, deliver for shipment, load, ship, transport or sell a deceptive pack, bulk lot, bulk load, load, arrangement or display of fresh or dried fruits, nuts or vegetables"; and for labels on commercial fertilizing materials to show their constituent percentages.

Bills, other than the four general food-drug measures, still pending in committee, seek to prohibit sale of beer in the state that is not bottled or canned at the brewery; to establish standards for manufacture, packing, marketing and sale of dried apples; to prohibit sale of a commodity "if the container thereof is so filled as to be misleading as to the amount of the contents contained therein; to prohibit placing "any frozen dairy products of one manufacturer in the cabinet, can, container or other equipment belonging to another manufacturer"; to regulate the preparing and canning of dog and cat food; to provide for labeling of all part skim or skim cheddar or granular cheese by the agricultural director; to amend the act governing the standard weight for loaves of bread by requiring a weight of 16 ounces avoirdupois until 12 hours after baking, instead of six hours, as at present; and to restrict sale of market milk and market cream at retail to glass containers.

Delaware—Final legislative approval was given a bill relating to the grading, marketing and selling of dropped apples packed in closed packages.

Florida—A bill to correct and re-enact the 1937 Fair Trade Law, part of which was found unconstitutional by the State Supreme Court, has been introduced in the Senate. The title of the old law was held insufficient to authorize maintenance of fixed prices on trade marked articles in stores that did not have contracts with the manufacturer. The new bill, according to its author, would permit manufacturers to establish minimum prices, regardless of how many stores contracted not to violate the set minimums.

Illinois—Following a favorable report by its committee on agriculture, the Senate advanced to first reading a bill by one of its members governing packaging and labeling of agricultural seeds. The measure would provide that tags or labels on containers of seed mixtures offered for sale shall contain the name and approximate number per ounce of each kind of seed of noxious weeds, except Canada thistle, perennial sow thistle and European bindweed, and that labels and tags on lawn grass mixtures or agricultural seeds offered for sale shall state the name and approximate number per ounce of each kind of seed, bulbs or bulblets of those noxious weeds, the approximate percentage of germination of each kind of agricultural seed present in such mixture in excess of five per cent by weight, together with the month and year the seed was tested and the name and address of the vendor.

Six new bills introduced would amend the alcoholic liquor law to define a "bottler" as one who purchases alcoholic liquor in bulk containers and fills or re-fills with such alcoholic liquors any container in which



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PNEUMATIC'S**

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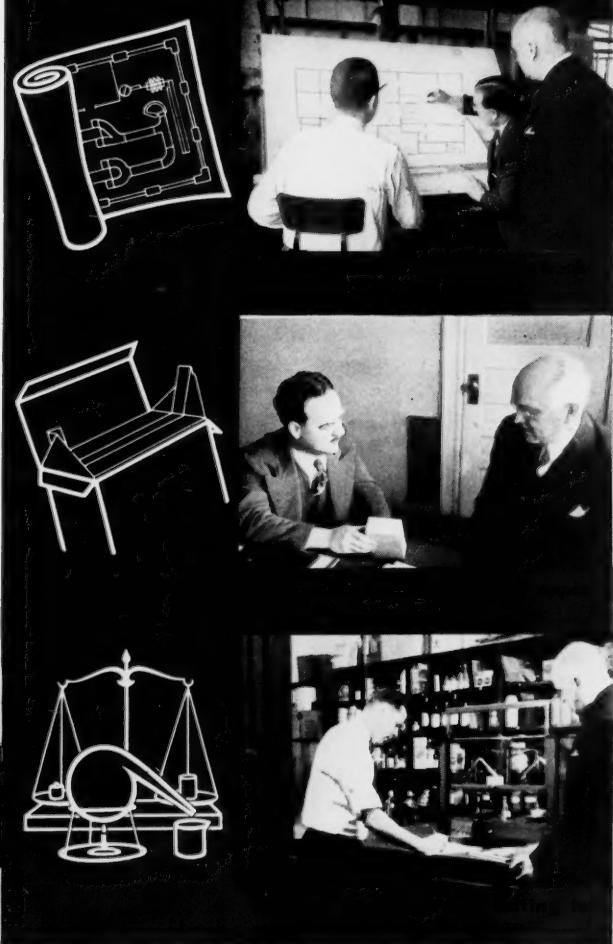
PLANNING SERVICE

Pneumatic's "planning board" of technical engineers has helped dozens of leading manufacturers to attain greater packaging efficiency and lower cost per container. Years of close association with the practical questions involved in constructing containers for best machine handling, arranging machines in the most efficient layout, etc., have given these men valuable training in bottling and packaging production. You can use their services without cost or obligation.

Complete working blue prints of equipment hook-ups; accurately made samples of correct packages for your carton maker to follow; carefully prepared wrapper layout diagrams; sketches giving specifications to follow on glass containers; these are just a few of the free services Pneumatic's "planning board" offers to every user of packaging or bottling machinery. You have only to ask them to help you.

PNEUMATIC SCALE CORPORATION, LTD.
71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



alcoholic liquor is sold to the consumer, would require bottlers to obtain a manufacturer's license, and would provide that the alcoholic content of wine not exceed 21 per cent; would amend and broaden the pharmacy act to, among other things, prescribe labeling for drugs, medicines and poisons sold over the counter and dispensed on prescriptions, prohibit sale of adulterated, mislabeled and substituted drugs, medicines and poisons, and the sale of drugs, medicines and poisons through vending machines; would provide that labels for liquid paints, oils and other compounds used in connection therewith state the true name of each ingredient of said product, giving preference of order to the ingredients present in the larger proportion but requiring all letters used in the names of the ingredients to be of the same size and color; and would regulate the handling, processing, labeling, sale and distribution of pasteurized milk and milk products; would amend the act governing sale of agricultural seeds to require every container to have affixed thereto, or printed thereon, a tag or label stating the kind and variety of seed, percentage of germination, name and address of the vendor and the year and county in which the seeds were grown, and would require persons selling certain meats to have same labeled or tagged, showing the ingredients used in their preparation and curing. These measures, as well as others which were previously submitted and reviewed, were still in committee.

Iowa—A House bill that sought to provide that "no beer shall be sold, possessed or offered for sale in this state except in the original barrel, keg, bottle, can or other container as sealed by the brewer thereof at the place where brewed," thereby prohibiting bulk beer shipments for bottling away from the brewery, died in committee with adjournment of the legislature.

Similar fate befell another house bill to provide, among other things, for labeling of agricultural seed. Other House bills that died would have provided for appeal for persons maintaining eating places, bakeries, ice cream, candy and canning factories, and bottling works from orders of licensing authorities, and would have required suitable head covering for persons engaged in preparation of food.

Maryland—A House bill governing grading and use of containers in packing fruits and vegetables was given approval by both branches of the legislature, as was a bill to revise and strengthen the State Fair Trade Act.

Measures that failed of passage sought to enact a uniform State Food, Drug and Cosmetic Act; to govern marks on returnable containers; to provide for agricultural trade marks; to govern grading and packing of eggs and poultry, and to govern weights and measures.

Meanwhile, the State Fair Trade Act, authorizing manufacturers of trade marked products to fix minimum re-sale prices, was the subject of attack in the Court of Appeals when a Baltimore retailer appealed a Baltimore City Circuit Court decision upholding the Act. The Act was attacked on the grounds that its title is misleading and illegal, the Act itself violates the Maryland Bill

of Rights, it is class legislation and it illegally delegates legislative power.

Massachusetts—Approved by the legislature and signed into law by the governor were bills governing the standard capacity of barrels containing malt beverages, and further regulating the contents of tags or labels on packages, lots or parcels of commercial feeding stuffs.

Report out of the Committee on Public Health was a Senate bill setting drastic penalties for refilling, or offering for sale or resale for the purpose of refilling, "any unregistered vessel of any type customarily used, or manufactured, or intended for use in the bottling of beverages, on which the words 'not to be refilled' or 'not to be used again' or any words of similar import are branded, engraved, blown or otherwise produced or indicated on such vessel."

Michigan—A House bill to permit sale of milk or cream in bottles or jars of one gallon capacity was passed by that body and, on receipt in the Senate, was referred to the Senate Committee on Agriculture.

New Senate bills, all of which were in committee, would provide standards of manufacture and distribution of baked goods sold or offered for sale in this state; would provide standard weights for bread and for labeling of bread, and would prohibit the adulteration, misbranding and false advertisement of food, drugs and cosmetics and prescribe duties of the Commissioner of Agriculture in enforcing the Act.

Previously introduced measures, also still in committee, would regulate the marketing, sale and distribution of milk and milk products within the state; would regulate the manufacture, advertising, sale and labeling of butter substitutes and license persons manufacturing or handling same; would regulate the standardization of packages and containers of commodities commonly and usually sold by avoirdupois weight; would provide that all persons, firms or corporations engaged in the sale of soda water flavor, non-alcoholic cordials or other soft drinks shall register their names, the number and varieties of their products and pay an annual license fee of \$25 to the Commissioner of Agriculture; would establish a State Pure Food Law; would establish a State Board of Pharmacy with the power to make rules and regulations concerning the manufacture and sale of drugs, cosmetics and medical supplies within the state; would establish a State Drug and Cosmetic Act, and would repeal the potato grading act.

Nebraska—The legislature approved and the governor signed a bill to permit placing gifts and prizes in food products packages without having such packages condemned as misbranded. Killed was a bill that sought to establish a standard weight or measure for a gallon of ice cream at not less than 72 ounces and not more than 75 ounces, and for a quart at not less than 18 ounces and not more than 19 ounces.

Placed on general file for a vote of the Senate, after having been reported out by committee, was a bill to eliminate the one-half pound loaf as a legal size for bread and to legalize a one and one-quarter pound loaf in addition to other sizes presently permitted.

Exact Weight Scales

**"One Way to ASSURE
Packaging Profits" . . .**



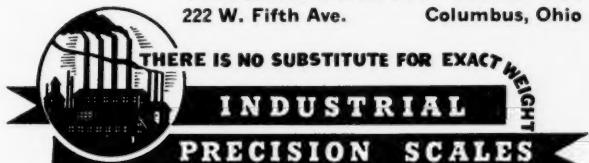
To package from bulk you need weighing equipment that fits your plant and your needs. It must be fast, dependable and flexible enough to meet changing production problems. After 23 years of experience our engineers have designed EXACT WEIGHT Scales for every packaging operation in more than 53 American industries. When still newer operations arise they are promptly met by sound engineering and tailor-made application. EXACT WEIGHT Scales are more than just a weighing machine, they are a proven service that assure profits in the packaging room.

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Sheet Paper
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Sugar
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If you are packaging from bulk "don't package your profits." Write for our illustrated catalog showing models best fitted to your plant and your industry . . . do it today!

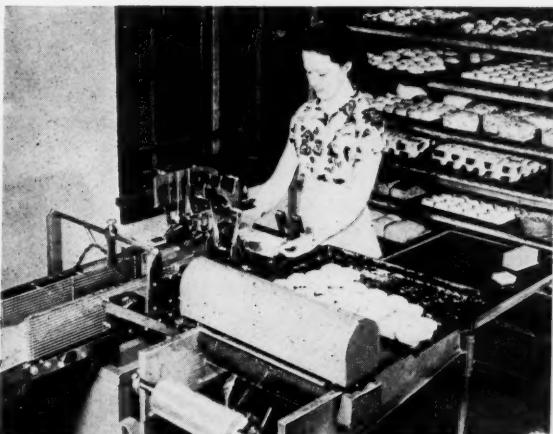
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Cake
was once a problem



*Miller Model MPUS Wrapping Machine
at Conrad's Bakery, Momence, Illinois*

Not long ago bakers had a difficult wrapping problem. It seemed impossible to wrap soft, delicate cakes by machine.

Then along came the Miller Model MPS Heavy Duty Wrapping Machine. Instantly adjustable without tools, the Model MPS neatly wraps round layer cakes, half-round cakes, cake slices, and other difficult pieces.

★ FOR PACKAGES TOO!

The Model MPS is perfect for packages, too. Wraps fifty sizes a day, or changes your packages at will . . . this machine was built for versatility.

One operator runs the Model MPS. Heat or glue sealed wrappers can be used, from the roll. The MPS can be furnished with a compensator for printed wrappers, or to automatically attach printed bands.

Profit by writing for details!



WRAPPING & SEALING MACHINE CO.

New Jersey—The Senate approved and sent to the Assembly, a bill to extend the Milk Control Board for a period of five years. Laid over for a vote was a Senate bill to require the destruction of all glass original containers for alcoholic beverages.

New York—After having passed the measure, the Senate restored to third reading, for the purpose of amendment, a bill to enact new provisions for prohibiting adulteration and misbranding of food products. It defines food to include all articles of food, drink, confectionery or condiment, simple, mixed or compound, for use by men or animals, also all substances added to food for any purpose, and chewing gum. Provision is made for seizure and quarantine of food found unfit or unsafe. Pending in committee in the house of their origin were several similar bills to enact a uniform food, drug and cosmetic act, as were bills to create a commission to recommend to the legislature, on or before Feb. 15, 1940, a comprehensive program for preventing manufacture and sale of adulterated or misrepresented foods, drugs and cosmetics.

With adjournment of the legislature near, changes for passage of any one of five bills calling for a State Consumers' Bureau financed by license fees on trade marked products appeared slim. The proposals, three introduced in the Assembly and two in the Senate, remained in committee during the closing days.

Both Houses approved and sent to the governor a bill providing that no person handling food who has communicable disease shall work or be permitted to work in a factory where a food product is manufactured. Employees would be required to submit to physical examination by a state labor department medical inspector, except in cities which maintain a local ordinance on the same subject.

The Assembly passed and the Senate advanced well toward passage, bills that would make it a misdemeanor to sell any article of merchandise with knowledge that it does not contain mark of origin conspicuously displayed thereon except food stuff consisting wholly of vegetables manufactured or processed within the United States, and that would prohibit sale of hypnotic and somnifacient drugs except on prescription and require all containers to have label securely attached by manufacturer or jobber.

Bills that were approved in their house of origin and referred to appropriate committees of the other house would authorize the liquor authority to issue a bottling permit to person licensed to sell wine at wholesale and retail and to permit licensee to rebottle, recask, filter or clarify wine on premises for which warehouse permit has been issued; would include in the definition of "frozen desserts" all ice cream, frozen custard, milk sherbet, ice and ice sherbet, and fix minimum size of containers, require net contents to be marked thereon and fix minimum weight of ice cream per gallon at four and one-half pounds; would make unlawful sale of beer or other maltous beverages in any manner other than by liquid measure and fix 31 gallons as standard capacity for a barrel, with multiples or sub-multiples to have proportionate

contents; would authorize the liquor authority to make rules governing the labeling of alcoholic beverages bottled, packaged, sold or possessed so as to prohibit deception of consumer and obtain uniformity in labeling, and make mislabeling cause for suspension or revocation of license; would govern inspection, adulteration, branding and sale of hops, eggs, hay and straw, and would provide that containers of seeds of trees and shrubs offered or exposed for sale for seeding purposes shall be labeled to show kind of seed and variety, percentage of weight of pure seed, percentage of germination, year of collection and locality where collected and the name and address of the vendor.

Two senate bills were reported by committee and given third reading by that body. They would appropriate \$125,000 to agriculture department for financing activities relating to grading of farm products and provide for repayment of moneys advanced from moneys derived from sale or rental of state trade mark and label, and would require manufacturer or distributor of insecticides or fungicides to register same annually with the agriculture department on payment of fee of \$2 for each article and a maximum annual fee of \$25, and prohibit sale of such articles unless enclosed in original container or package with label giving name, trade mark, standard of quality and net weight.

Bills still in committee would prohibit sale of beer in a container of less than 12 ounces; would provide that persons engaged in preparation, sale, inspection supervision or handling of food shall submit to physical examination, including serological test by licensed physician at least once every six months for discovery of syphilis; would provide for bailee's lien to persons engaged in storing, sorting, handling, exchanging or redistributing bottles, crates, boxes or containers for materials and labor furnished and permit sale of property for sums unpaid for 30 days after demand upon written notice to owner; would authorize cities to purchase, transport, store, handle, process, manufacture, dispose of, distribute or sell milk and milk products for its own use and for the use of consumers or others, and would provide that where seller labels canned, packaged or bottled food products for human consumption there is an implied warranty to ultimate consumer as to its fitness.

Pennsylvania—The House approved and sent to the Senate for concurrence, a bill to prohibit the adulteration, misbranding, false labeling and false advertising of drugs, including cosmetics, and of instruments, apparatus, contrivances, accessories and other devices used in the diagnosis, cure, mitigation, treatment and prevention of disease, providing for the detention, embagoing, seizure and destruction of unlawful drugs, cosmetics and devices, placing administration with the State Board of Pharmacy. Two other House bills dealing with regulation of drugs manufacture and sale are still in committee.

Also pending in committee in the house of their origin were bills to prohibit placement of any token, coupon, prize or gift in a package in contact with any article of food; to make unlawful sale of ice cream and other frozen desserts for resale to any purchaser not having

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BUSINESS REPLY CARD

First Class Permit No. 2856 (Sec. 510, P. L. & R.), New York, N. Y.

MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.



Cease fretting, brother! Pocket all that loose cash!

All you need to lay out is \$5.00! Treat yourself to 1200 pages full of new selling ideas by getting MODERN PACKAGING for the whole year 'round!

In this unique, lively magazine, you'll get profitable ideas by the gross—practical, fresh, and different—ready to apply at once to your own individual package and display!

And you'll stay up-to-the-minute with

MODERN PACKAGING, on the very latest advances in materials, equipment and technique. (Look through our technical section and see for yourself.)

Yes, friend, save those high denomination bills . . . use them for a bonus at the end of your first year as a MODERN PACKAGER.

Meanwhile, peel off just \$5.00 today and get off on a winning foot! Use the attached subscription card.

MODERN PACKAGING

CHANIN BUILDING • 122 EAST 42nd STREET • NEW YORK, N.Y.

cabinets, cans, or other containers exclusively to preserve or hold the same; to prohibit sale of ice cream and other frozen products except by weight and to require each container to be accurately labeled as to the weight of the contents; to regulate sale of milk and cream in bottles by requiring bottle tops to be completely covered with a cap; to authorize a "just, fair and impartial investigation of the manufacture, conduct, sale and advertising of malt and brewed beverages, spirituous liquors and wines, together with the methods and practices of manufacturers and dispensers," and to strengthen present laws prohibiting manufacture, sale or transportation of adulterated or misbranded paris greens, lead arsenates, lime-sulphur compounds and other insecticides and fungicides by providing for the registration of products of manufacturers outside of the state.

Ohio—Pending in committee was a Senate bill to exempt from penalties under laws governing adulteration of foods and drugs a "person engaged in selling, or offering for sale at retail, any provisions manufactured, packed or produced by a reputable manufacturer, packer or producer" and to provide that out-of-state manufacturers, packers or producers shipping products into the state for sale appoint an agent within the state for service of process in any civil suit or other cause of action, and a House bill to create a board of food handlers and beverage dispensers and to require the registration and licensing of persons engaging in preparing, handling or serving foods and drinks.

Awaiting further action, after having been given second reading by the Assembly, were three bills that originated in that body and which would authorize the Secretary of Agriculture to receive contributions from farmers and farm organizations and to disburse such funds for advertising New Jersey farm products and to provide for the establishment of brands to identify such products; would provide that the capacity of glasses or containers for alcoholic beverages shall be inscribed upon such glass or container, and would provide that it shall be *prima facie* evidence of the illegality of the contents of any barrel, can, bottle or other container of alcoholic beverages where the same does not bear a label or such indicia required by either the Federal or the State Government.

Still in committee in the house of their origin, were bills to prohibit distribution and sale of milk except in containers of such a character as to keep such milk beyond the reach of prowling domestic animals, which had been re-committed to committee after having been given second reading; to provide that cordials and liquors under the Alcoholic Beverage Act shall not be sold in original containers of less than one-fifth gallon; to amend the present Food, Drug and Cosmetic Act to bring state regulations more in conformance with Federal regulations; to provide a filing fee of \$5 instead \$1 for the registration of labels, trade marks and designs; to permit commonly used household and domestic remedies in original unopened packages, as well as vermin exterminators and products for cleaning, washing, etc., to be sold by general merchants as well as druggists; to

provide for the labeling of milk and cream so as to show the state in which it was produced; to establish a uniform procedure for the collection of fines and penalties under the Weights and Measures Act, and to provide for the labeling of milk and cream to show the day on which it was produced.

Rhode Island—Still in the House judiciary committee were House bills to amend the state's Fair Trade Act, and to govern the packaging and labeling of olive oil.

Vermont—Final legislative approval was given a House bill to strengthen the present statutes governing false weights of packaged food products by permitting action to be taken against the retailer, subject to prior warning, instead of taking action against the packer in Federal court when the packer was outside the state.

Wisconsin—The legislature passed, and the Governor signed into law, a bill to amend statutes relating to sale of drugs, medicines or poisons to exempt the various agricultural insecticides and fungicides when in properly labeled packages.

The Assembly passed and sent to the Senate, a bill to authorize the Department of Agriculture and Markets to grade all Swiss cheese produced in the state and to assess fees against manufacturers to pay the cost, while the Senate passed and sent to the Assembly, a bill requiring farm produce canneries to satisfy the Department of Agriculture and Markets of their financial responsibility before being licensed to do business.

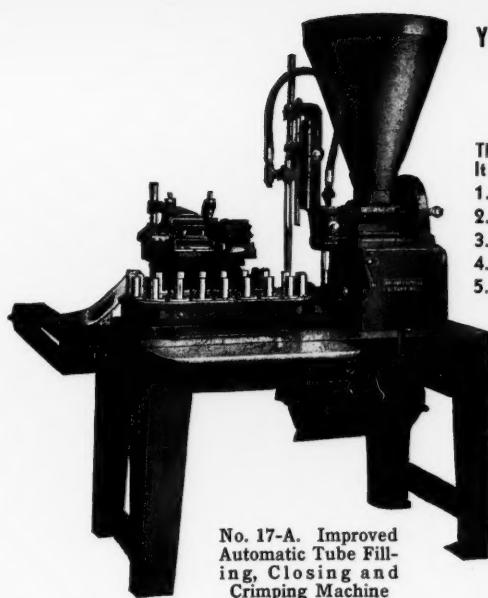
A new Assembly bill would prohibit re-use of boxes in the cheese industry, applying to all branches of the cheese business and providing that fresh boxes must always be used for packing.

THE BOOK BECOMES A PACKAGE

(Continued from page 46)

for many other types of products and for many other uses. The carton might well be utilized as a gift container, decoration being executed to tie in with Christmas, Easter, Mother's Day or any other holiday. The roll could bear either holiday greetings or might be left blank for the individualized letter of those who wish to compose their own gift message.

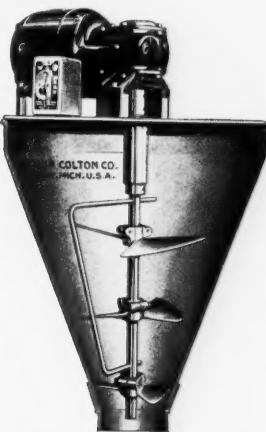
Illustration shows one more possibility. A camera packaged within the carton and a close tie-up effected by the roll which, in this case, is utilized for a photographic log—time and place of photograph, time exposure speed, filter. Thus the package becomes a practical and, in time, valuable item to be kept in the amateur photographer's possession. At the same time, the camera and accessories can be kept within the carton, thus providing the hobbyist with a handy unit in which to carry his equipment about.



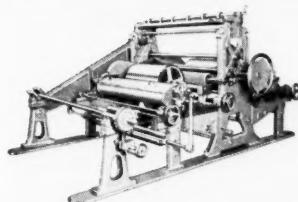
No. 17-A. Improved
Automatic Tube Fill-
ing, Closing and
Crimping Machine

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT **MICHIGAN**



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

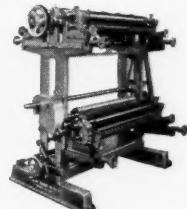
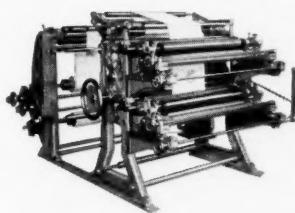


Three Good Reasons

for the fact that we have over fifty aniline printing presses under construction in our plant at present.

1. Every press is an American built machine.
 2. They meet all the requirements of American manufacturers.
 3. They are sold by a reputable company under a positive guarantee.

Presses designed for the aniline process constructed by us, range from 10" to 105" widths, any number of color sections and are designed to meet the peculiar problems met with in converting paper, glassine, cellophane and boards.



HUDSON-SHARP MACHINE COMPANY

Green Bay, Wisconsin

Makers of converting equipment for over half a century.

MAKING THE BUYER SELL HIMSELF

(Continued from page 59)

so that the cans would always slide together toward the point at the bottom, staying "jumbled" till the last one is sold.

Another selling device is used in the Westinghouse "Lamp Selector." The customer pulls up the shades or opens the door, and not only sees the right size of bulb, but the correct type of fixture for every room.

3. As a means of increasing lamp sales per purchase, Westinghouse utilizes this "Lamp Selector." Each window in the typical house is equipped with "shades" which may be lifted by dealer or customer to disclose a prescription for the right size of bulb, the right quantity and the correct type of fixture for every room.



4. Simplest of all devices to get the customer to actually handle the merchandise is the "jumbled" tray which is here utilized in a floor merchandising stand selling a variety of brands of canned corn all packed in a single state. All photos courtesy of the Einson-Freeman Co., Inc.

The amusement angle is interestingly exemplified by two displays which employ a somewhat similar method by which the customer can play the game on the counter. The Harvester Cigar display has a wheel which shows the 21 most common combinations or "throws" of dice, so that a party of two or more can de-

termine who buys the next cigar. The Williams Shaving Cream display has a double spinner which points to two rows of numbers, indicating the I.Q. of the player and, incidentally, selling the merchandise as well as the I.Q. game offer as an inducement.

Still another device to entice customers to come up to the counter and operate the display is the "Dial-og" stunt, where pulling down a little protruding handle or series of handles causes three or more exchanges of conversation to appear in balloons. And once one customer starts fooling with it, you can trust the curiosity of the rest to come over and watch the proceedings and try it for themselves.

These displays, in effect, adopt the technique of radio broadcasting, furnishing amusement or entertainment to lure prospective purchasers into absorbing the advertising message. And, in this case, they not only induce the consumer to get the story for himself, but put the package, so to speak, into his hand. What is more, they perform a distinct service to the dealer in keeping waiting customers amused and busy—not to mention arousing the curiosity of others who watch them operate the displays, thereby multiplying the effectiveness of the unit.

DOUBLE BARRIER WALLS

(Continued from page 54)

test in both storage and use. Mechanics using the compound simply cut away the metal top of the can and hold the container against the buffing wheel. The fibre walls wear away at the same rate as the compound and thus permit of access to the surface of the compound, while, at the same time, affording the user an easily gripped "handle" for application in the form of the unconsumed portion of the container.

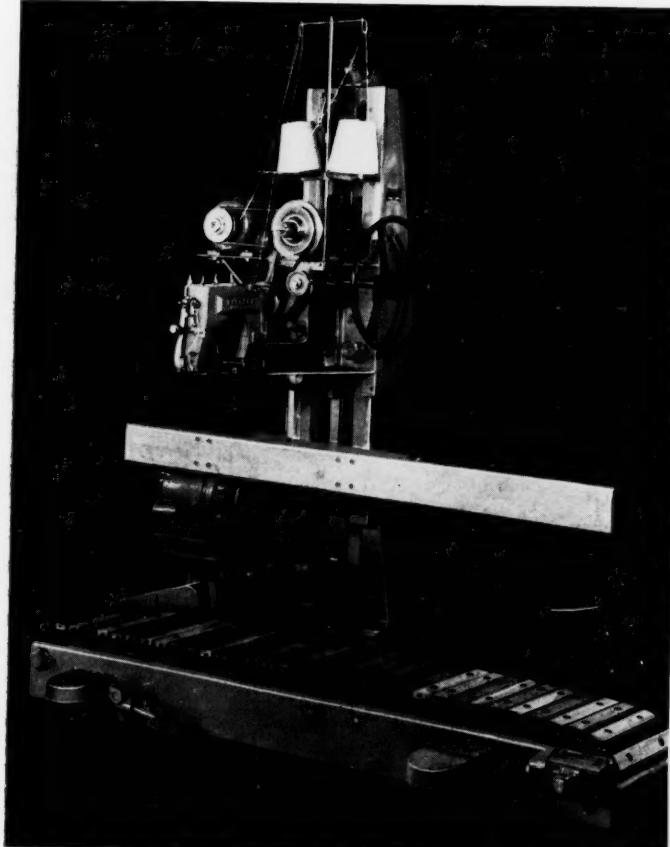
Credit: Fibre cans designed and fabricated by The Cleveland Container Co.

"Marketing Research Activities of Manufacturers" is the title of a report prepared by the Marketing Research Division of the Bureau of Foreign and Domestic Commerce in cooperation with the American Marketing Assn. The report is designed to guide manufacturers who are, or who are contemplating, carrying on research work in the field of distribution. Information contained in the report includes the amount of expenditures required for such activities, different types of research organization, and detailed classification of activities supplemented with illustrations of the actual use of research when applied to practical problems.

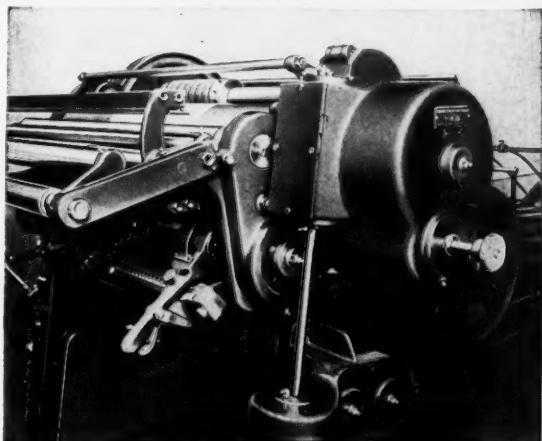
Copies of the report may be obtained for 25 cents each upon application to the Bureau of Foreign and Domestic Commerce, Washington, D. C., or from any district office of the Bureau located in the United States.

Klingrose
Offers
Printing and Coloring
Machinery
Adapted to Individual
Requirements
Multi-Color Gravure
Aniline, Combination
of these Methods

KLINGROSE MACHINE CORP.
 Plant: 461 Hamilton Avenue, Brooklyn, N. Y.
 New York Office: 111 Fifth Avenue



NO MORE WASTE IN CUTTING TO PRINTED REGISTER



DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE NEW BECK

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or ELECTRIC EYE.

CHARLES BECK MACHINE COMPANY
 13th & Callowhill Sts. Philadelphia, Pa.

*"Going Like
Hotcakes"....*

is an Americanism that seems to effectively describe extraordinary buying preference or trade demand. It could apply to an increasing interest shown in this newly introduced and highly efficient bulk bag closer by a varied group of industries. Write for particulars if you have this type of problem.

CONSOLIDATED
 Packaging Machinery Corp.
 1400 West Ave. Buffalo, N. Y.

SAMPLING IS ADVERTISING

(Continued from page 43)

measurement. Such, however, is not the case, for each product—and, in fact, each separate mailing of each product—demanded a new and individualized treatment closely attuned to the nature of the product packaged and the treatment of the accompanying brochure.

Extensive research on the part of the designer was necessary, both into medical history and current medical practice, to make certain that every particle of illustration would have the ring of authenticity when viewed by trained medical eyes.

Physical considerations also entered as design restrictions. Whereas the broadsides could be considered more or less as straight printing jobs, it was necessary, in selecting color schemes for the packages, to consider the limitations imposed by heavier and rougher container board and those imposed by the hazards of transportation through the mails.

The colorful effects achieved may be judged even by viewing the black and white reproductions here shown. It should be noted that the design is, in all instances, carried over from the outside of the container (where it extends over every face of each box) to the container interior where a platform, designed with equal care, is utilized as the final stage setting for the product sample.

The company reports a very marked success for the entire series of mailings—a success which it ascribes in large measure to the close tie-in between samples and brochures, on the one hand, and the means of placing these into the hands of the physician, on the other.

THE PLANT AND THE PUBLIC

(Continued from page 30)

Further opportunities for both educational and dramatic effects are sometimes found in the provision for the visitor of samples of the product at various stages in its progress through the plant. Particularly where visitors are segregated from production by partitions or galleries, provision for access to the product becomes an important tool of the guide. In the case of liquid products, a by-pass pipe line can frequently be used to draw the product to the visitors' gallery, where it may be viewed through a glass section of the line, or may be actually tapped into a small container for examination. Since gravity conveyance of materials is frequently utilized in large plants, pipe line chutes and conveyors can fre-

quently be so constructed as to pass close to the visitors' areas and thus permit the visitor a view of the production in motion between one processing stage and the next.

In larger plants, the exposition technique can be utilized by means of motion picture devices set at various points and permitting the visitor to see a detailed explanation, on a continuous strip of motion picture film, of a difficult and hard-to-understand process. Such diagrammatic explanations, either in still or in motion portrayal, are of particular value where the process is such as not to be readily disclosed by the machinery. This is particularly true in chemical plants, where stills, retorts, vats and other material handling units present an undramatic outward appearance for a process of intense potential consumer interest. Proper explanatory devices here convert the static outward appearance of the processing equipment into a very dramatic explanation.

Other devices, varying in elaborateness and, hence, in cost of installation, are likewise available. Thus the guide can be provided with a switchboard, at various points in the gallery, from which he can control lights over various points on the processing floor and thus direct attention from point to point as he delivers his explanatory talk. The use of such devices is particularly desirable where a large area is open to the view of the visitor and where it is somewhat difficult for the layman to follow the many interrelated processes with an untrained eye. Here the guide, by use of lights, is provided with what amounts to virtually a gigantic pointer and can thus utilize the plant itself as virtually a diagram of the processes being performed.

It will be noted that almost every plant producing consumer goods and receiving substantial numbers of visitors seeks to crystallize consumer good will by providing the consumer with samples of the product. Such samples are frequently put up in special souvenir kits, which are provided to the visitor upon leaving the plant. The possibilities for dramatizing this form of sampling seem to be but slightly explored and many plants—both planned and existing—might well look into this particular angle of the problem of handling visitors as one of the least expensive and most dramatic and effective means of creating a desirable visitor viewpoint.

Consider a few possibilities. The visitor is carried up to the beginning of a packaging line. The guide withdraws a carton from its reservoir in the feeding end of a cartoning machine. He hands it to the visitor with a pencil and asks him to write his name on the blank. Then he places the carton once again in the reservoir and makes no further mention of this performance until the somewhat amazed visitor reaches the end of the production line, where the carton with his name is found on a rack, just as it has emerged from the machine. Obviously, every step in the process has been converted from the abstract to something definitely personalized

and related to the visitor by this inexpensive and simple performance.

Similar steps permit an extension of this type of advertising beyond the immediate visiting group. Visitors may be provided with cards or letterheads and asked to write anything they wish to friends located in any part of the country. These, properly folded, would then be placed into the mechanism of a packaging line and the package carrying each message would then be delivered, with the compliments of both the company and the visitor, to a third party, together with a sample of the company's product. The impressiveness of this performance, upon both visitor and ultimate recipient, cannot be underestimated.

Dramatization of the plant and of production processes may likewise involve simple or elaborate, inexpensive or costly procedures, depending upon the nature of the plant and the number of visitors it is desired to accommodate and upon the advertising values which potentially may be gained. Some of the more simple forms of dramatization tie in very closely with normal plant procedures. Thus the use of uniforms for plant attendants may be the key to dramatizing the cleanliness of the plant. Similarly, the installation of tiled floors, walls and ceilings, the use of special paints for machinery and fixtures and the use of the newer building materials such as glass block, sound-proofing and acoustic tiles, plastic sheeting, etc.—all these may be made a part of the stage

setting for the visitor, to emphasize any one or more of a number of points such as cleanliness, sterilization, size, speed, good lighting, good working conditions, etc. Frequently dramatic advantages can be secured through careful planning of the architectural effects of the building, without any additional cost, merely by the intelligent use of the materials which form the background for the various processing units.

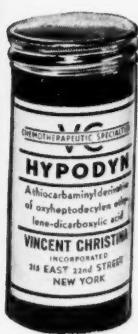
On other occasions, the use of a bit of dramatic showmanship will convert an otherwise drab portion of the plant into an exciting and attractive section for visitors. Here techniques used in exhibitions can frequently be called upon to startle the visitor and thus to firmly fix in his mind a definite point about the product or the process. The visitor walks down an enclosed corridor and comes to a glass-walled section, only to find, upon looking out through the glass, that he has a panoramic view of an entire section of the large processing division. The startling change from enclosed corridor to open view makes certain that the visitor's attention will be concentrated upon this particular section of the processing line, under the most favorable circumstances.

Sometimes a dramatic effect may be achieved through minimizing the area through which the visitor views the process. Thus, instead of a large window capable of handling a mass of visitors, small port holes may be utilized, through which sections of a manufacturing process may be viewed.

COLOR —to build sales

RESILIENCE—To protect
LIGHTNESS—To economize

enlist these three sales-building factors for YOUR product:



unbreakable
Transparent or opaque

Hycloid

HYGIENIC TUBE & CONTAINER
CORPORATION

46 Avenue L,

Newark, N. J.

Ask to see your product packed in

Often the simplest of dramatic devices may be utilized to emphasize some particular point. Thus, if the sanitation of the plant were the point which it were desired to stress, visitors might be provided with special felt overshoes designed to prevent contact between the visitors' street shoes and the perfectly clean plant floor. This procedure is, in fact, followed in certain dairies, where its effect in keeping the dairy sanitary is, perhaps, secondary in effect to impressing upon the visitor the fact of this sanitation.

Many electrical and optical devices, developed as exhibition novelties, or used in scientific laboratories, can likewise be brought to the aid of the plant seeking to impress visitors. Thus, for instance, the device known as the stroboscope—a machine which utilizes a rotary shutter action to provide the visual effect of a slow motion view of fast moving mechanisms—can be used to permit visitors to see for themselves just how some fast acting machine, a bag former, or a capper, or a vacuum sealer, actually works.

Perhaps the greatest opportunities for dramatization occur outside of the plant, where the appearance of the building may be so planned as to draw the attention of passing pedestrians or, more usually, of passing motorists. The plant may be designed so that all or part of it resembles a giant reproduction of the company's package. Gigantic windows may be installed, so as to permit the outsider a view of the operations performed in the plant. Conveyors bearing finished material, or the material in process, may sometimes be led to points where they may be viewed from the outside of the building, through glass walls. Particularly where spiral gravity conveyors are utilized, these are often housed in towers located at the outside of a building. These silo-shaped towers are usually metal walled and, hence, opaque. Yet they could quite as simply, and with relatively small expense, be constructed of glass walls, so as to be visible from the outside. The procession of products or packages on the conveyors may seem very commonplace to those who view them every day within the plant. To the passing consumer, unacquainted with production techniques, such devices seem to partake of the miraculous and serve as a startling advertisement for the plant and as a permanent invitation to enter and visit.

Many plants which have been studied in the preparation of the survey, have reported a willingness and, in fact, an anxiety to receive visitors and, at the same time, admit that the number of visitors received at the plant is relatively small. Usually this is ascribed to the location of the plant in some small city or to some other factor tending to limit the potential number of interested visitors. Such limitations, however, are easily overcome, as is shown by the experience of many another among the reporting companies. While the factor of plant location is deemed important enough, in some cases, to lead to the location of a plant on a main traveled highway in preference to some other seemingly desirable spot, plants somewhat off the main traveled roads may utilize many other devices to encourage visits.

Individuals may be invited to visit plants through

notices in the company's periodical or radio advertising, special occasions may be taken as the excuse for "open house" days at a plant. Very often a pronounced latent interest in a plant lies untapped in the surrounding vicinity. An instance of this sort recently came to light when the Simonds Saw & Steel Co. announced the opening of its Fitchburg plant. This five-acre, windowless, air-conditioned building was constructed several years ago, but was not occupied by the company until the late spring of the current year. Plant officials were somewhat at a loss to understand the influx of local automobiles which crowded the side road leading to this plant, during the period of installation of machinery, and finally concluded that there must be a substantial local curiosity regarding the renewed activities at the building. A notice was sent to the local paper announcing that visitors would be welcomed at the plant on a given Sunday afternoon and, in a town of 40,000-odd population, in excess of 15,000 people turned up at the plant at the appointed time.

The maintenance of close relationships with schools, women's clubs and similar consumer organizations provides another means for securing a steady flow of visitors and thus capitalizing upon the advertising value of the plant itself. Dairy operators and bottlers of carbonated beverages have exploited such relations to perhaps a greater extend than most manufacturers, being particularly able to do this because of the localized nature of their business. Many such plants actually go to the extent of maintaining restaurants, or meeting rooms, or bridge halls, or dance halls which are given free of charge, or at a very slight charge, to any organization which will engage to provide a suitable group of visitors at the plant.

Other methods reported by various companies who have cooperated in this survey include the use of cards in local hotel rooms, the distribution of invitations to visit the plant through package inserts, the operation of hotels and restaurants in relation, or in conjunction with the plant (viz., Hershey, Pa.) and the use of directional route markings and illuminated invitations located at roadside points near the plant.

THE LIGHTER WEIGHT TREND

(Continued from page 41)

problem of redesigning for lighter weight. He has applied his principles with unusual success in the last few years. An example is the medium height catsup bottle, standardized in four capacities, $7\frac{1}{8}$ oz., 9 oz., $10\frac{7}{8}$ oz., and $12\frac{1}{2}$ oz. The standardization of glass containers moves slowly and carefully, because so many factors must be considered for the wide range of use contemplated. Last year the $12\frac{1}{2}$ oz. capacity bottle was reduced from

"WE WON'T STAND STILL"

AKRO AGATE moves forward. A factor in their progress is their progressive attitude toward packaging.



For instance: These ingenious folding boxes—they are folding boxes—are designed to present in new form products which in themselves change very little from season to season.

Catering to a market which is constantly clamoring for new things, AKRO AGATE

resorts to progressive packaging to impart novelty.

"We won't stand still," says AKRO AGATE.

"We look to

'U-S' to help us keep up to the minute in our packages."

Send for samples of these interestingly constructed folding boxes.

The **UNITED STATES PRINTING & LITHOGRAPH COMPANY**
AND DIVISIONS

HOME OFFICE
328 BEECH ST.
CINCINNATI

AMERICAN LITHOGRAPHIC DIVISION
ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
DONALDSON LITHOGRAPHING DIVISION
ERIE LITHOGRAPHING & PRINTING DIVISION
PALMER ADVERTISING SERVICE DIVISION
W. F. POWERS DIVISION
THEO. A. SCHMIDT LITHOGRAPHING DIVISION

Plants at CINCINNATI • BROOKLYN • BALTIMORE • ERIE, PA. • ST. CHARLES, ILL.



Dress up your carton



with Stitches That Are Becoming

Keeping your cartons "in style" will improve their appearance and sales appeal. The trend is definitely toward Colorstitch—the colored stitching wire that will blend or contrast with the color of your printed cartons—as you wish.

ACME Colorstitch

Acme Colorstitch is used satisfactorily on all carton stitching equipment. Made in all standard, flat stapling wire sizes, Colorstitch is furnished in one piece, five- and ten-pound coils which speed production and lower costs. Mail the coupon for a sample card which will suggest ways of dressing up your cartons for more sales.

ACME Silverstitch

Stitching wire galvanized by the special ACME process assures rust-free staples of greater durability. Uniform temper, size and quality and the one-piece coils assure maximum production and economy when you use ACME Silverstitch.

ACME STEEL COMPANY

General Offices: 2843 Archer Ave., Chicago, Ill.

Branches and Sales Offices in Principal Cities

Acme Steel Company
2843 Archer Avenue, Chicago, Illinois

- Send the COLORSTITCH sample card.
 Send a FREE 5-lb. coil of SILVERSTITCH, size

Name

Street

City State

13-15 oz. to 10^{3/4} oz. in weight, and since then to 10^{1/4} oz., and the other sizes in the line have followed. Many new stock lines manufactured by the various glass companies have appeared which successfully embody the new principles.

It may be asked why these principles of design, which seem fairly obvious, were not applied long ago. The reasons are two. In the first place, glass making technique and equipment had not progressed, until recently, to the point where it could handle the fairly delicate adjustments required by lightweight ware. Knowledge of glass materials has also progressed rapidly; ordinary commercial glass today is stronger and tougher than it was five years ago. Moreover, testing procedures have become more and more precise, so that progress in procedures could be better measured. The industry's purpose of manufacturing the best ware at the lowest possible price has led it through a number of technological problems; the recent solution of some of them has given us, as a by-product, the so-called "lightweight trend."

In the second place, the glass bottle has only in the last ten years or so come to be regarded as a package in every sense, not merely a safe and convenient container. As a package, it can take advantage of improvements in design, shaped to meet requirements of new and faster packing equipment and new and more competitive market conditions.

Since lighter weight glass containers are so much a matter of redesign, the process of adopting them has been simplified and speeded by the availability of men trained to cope with package design problems. It could hardly have taken place at an earlier date.

The development of lighter weight glass containers has proceeded so logically and is based upon such sound previous progress, there is no doubt that the movement will continue and expand. It is also evident that the improvement achieved in the lighter weight program is only one manifestation of the general progress of the glass container industry in this generation.

REDESIGN BY-PRODUCTS

(Continued from page 56)

The low center of gravity and the large base are reported to provide substantial insurance against tipping on the production line.

Filling speeds are reported somewhat increased, due to the larger neck opening of the new container, and this is likewise reported to have provided consumer advantages in increased ease of emptying.

All in all, the new container would seem to present numerous advantages, not only in terms of actual saving in weight of glass utilized, but in convenience to both manufacturer and to dealers and consumers.

Credit: Jars designed and manufactured by the Hazel-Atlas Glass Co.

WHAT PRICE FLEXIBILITY?

(Continued from page 33)

to whole bean and in package sizes from 4 oz. up to 1 lb. For such manufacturers, the use of high-speed, fully automatic weighing equipment—such as the larger coffee roaster uses—would be unwise since the losses involved in shutdown for changeover, the loss in accuracy of weighing and the increased purchase and operating costs of a highly automatic machine would more than compensate for any savings produced during periods of operation at high speed.

In other cases, the demand for flexibility may be quite a reasonable one. Thus many pharmaceutical houses find it necessary to fill 20 or 25 different sizes and types of glass container with up to several hundred different types of product. Simple, efficient, semi-automatic liquid filling machines are available which require but a few minutes to permit a complete changeover from one type of bottle and product to another. The output of such machines, however, is limited to 25 or 30 units per minute, whereas a less flexible fully automatic machine, limited to, say, two or three sizes, could deliver better than 100 bottles per minute. This loss of speed, however, is not a serious factor for such pharmaceutical packagers since the runs on these various types of container are relatively small.

In short, when all factors are considered, the cost of producing a finished container on semi-automatic equipment, at 25 or 30 per minute, is actually less than if the attempt were made to achieve high-speed production on some machine maker's pipe dream of a highly flexible, fully automatic machine which costs a fortune to develop, to maintain and to operate and which was forced to lie expensively idle for repeated periods while adjustments were being made, or while new supplies of material and containers were being brought onto the scene.

In another instance, a machinery manufacturer produces three different machines for packing flour into bags—a small machine with a range of from 2 to 7 lbs., a medium machine bagging units of from 2 to 12 lbs. and a large machine designed to handle bags ranging from 12 lbs. to 49 lbs.

This last machine could easily be adjusted to bag sizes down to as small as 5 lbs., yet there are very good reasons why a 5-lb. size should be packed on a small machine rather than a large one. The large unit was especially designed and built to permit the handling of large quantities of flour in order to pack the 49-lb. sizes. It is very massively constructed with a heavy elevator platform and a massive carrier wing mechanism and operates, with a desirable degree of efficiency, at a speed of approximately 12 49-lb. bags per minute. Its heavy mechanism could not, however, possibly be economically speeded up to

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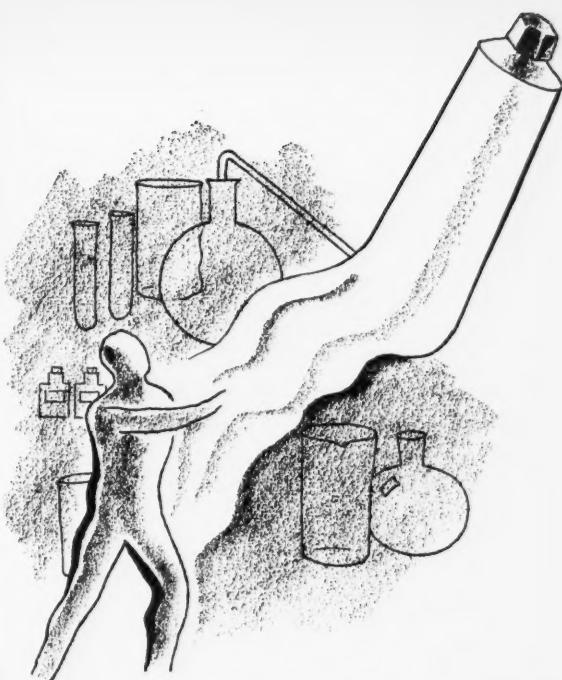
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handle anything like a comparable quantity of flour in 5-lb. units.

Once again, the price of too great a degree of flexibility is discovered to be a reduction in operating speeds and a consequent increase in attendant costs and overhead costs.

Frequently demands for flexibility in the machine actually arise from a failure to standardize on package sizes. Such standardization is all too often ignored as a possibility when the economies of automatic production are sought. A typical example of the possibilities along this line is found in the following instance, in which a group of carton sizes were worked out by a machinery manufacturer for a foreign cereal producer as follows:

- 250 gram corn flakes, $2\frac{3}{4}$ in. by $6\frac{9}{16}$ in. by $9\frac{1}{8}$ in., volume 165 cu. in.
- 125 gram puffed wheat, $2\frac{3}{4}$ in. by $6\frac{9}{16}$ in. by $9\frac{1}{8}$ in., volume 165 cu. in.
- 250 gram wheat flakes, $2\frac{3}{4}$ in. by $6\frac{9}{16}$ in. by $8\frac{3}{4}$ in., volume 158.6 cu. in.
- 125 gram puffed rice, $2\frac{3}{4}$ in. by $6\frac{9}{16}$ in. by 8 in., volume 144.5 cu. in.

It should be noted that the same carton cross section was maintained for all four products. With package cross sections the same for all packages, machine adjustments are immediately greatly simplified and the cost of equipping machines for these cartons is consequently much lower. By varying the single factor of carton height, it is possible to change the package volume sufficiently so that there is no danger of having a slack filled package. It is, obviously, much easier to adjust packaging machinery for the height dimension alone than to make a complete changeover for a new package varying in all three dimensions.

Frequently the demand for flexibility arises from manufacturers whose greatest volume goes into one or two sizes, but who also produce packages of a number of other sizes. In such cases, repeated studies have shown that economy lies not in a single all-purpose machine, capable of handling every size, but, rather, in the use of two or more hook-ups of machinery—one designed to handle the large production on one particular product, on an automatic basis, at maximum speeds and the other designed to handle several different products and package sizes on slower speed equipment. While the cost of producing the finished packages on this type of set-up may be higher than that of producing packages on a hypothetical wide range machine, the average cost of handling all packages produced on both lines will, in almost every instance, be lower when full account is taken of the relatively small production required on most of the range of package sizes and of the capital, overhead and operating expenses incurred in developing, installing and changing over a flexible, fully automatic piece of equipment.

Two other factors likewise affect the desirability of achieving full flexibility. These are accuracy and

spoilage. Accuracy decreases and spoilage increases with the introduction of the complicated mechanisms frequently required for flexibility. The accuracy of a machine which may be set once and may remain forever set in this position will obviously be greater than that of a unit designed for constant adjustment. In the case of weighing mechanisms, this point is extremely important since scales capable of handling large units of, say, 20 to 50 lbs., where accuracy to within 1 oz. would be more than sufficient, would have to be constructed in a far more refined and precision built manner if they were to be expected to handle small sizes—3, 2 or 1 lb.—where a deviation of an ounce per package would be criminally wasteful. Moreover, a machine which is constantly being adjusted from one product and package size to another can seldom be as finely adjusted as a unit which is never changed.

The increase in spoilage which frequently accompanies an increase in flexibility is likewise easily understandable. The more complicated the mechanism through which a carton, a bottle or any other package part must be run, the more likely is the package part to be subjected to damage. Furthermore, increases in flexibility frequently involve the subjection of small packages to motions and strains required for large packages. Consider, for instance, a machine involving a rotary path of travel for the package in which it passes various forming, filling and closing stations. Such a machine, if designed for extreme flexibility, must be built with a long radius in order to permit the handling of the larger sizes. As the centrifugal force increases as the square of the radius the smaller packages must be subjected to far greater strain than would be necessary on a machine designed exclusively for smaller sizes or—as an alternative—production on all sizes must be slowed up.

Some types of machine perform operations of a nature permitting of great flexibility in package sizes and, in such cases, of course, most of the objections cited above do not apply. Two typical examples of this type of machine come readily to mind in the form of case sealing machines and round can labeling machines. Manufacturers of such devices have found it practical and desirable to afford a high degree of flexibility in most instances. Can casing machines are available in both non-adjustable and adjustable types; the latter falling within the higher price range.

A similar situation exists in a number of other cases and, in some instances, manufacturers have found it possible to provide an adjustable machine at lower cost than a non-adjustable type, not because of greater simplicity of the adjustable machine but, rather, because the market for an all-purpose machine proved so much larger than that for each of a group of single purpose machines as to permit of manufacturing economies.

These, however, are the exception which prove the rule for, in the long run, it may be taken as axiomatic that excessive demands for flexibility on the part of machine purchasers automatically involve a sacrifice in either production speed or accuracy, or an increase in original costs, operating costs or spoilage.

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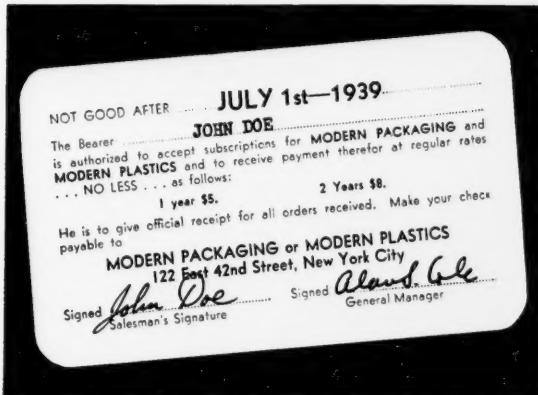
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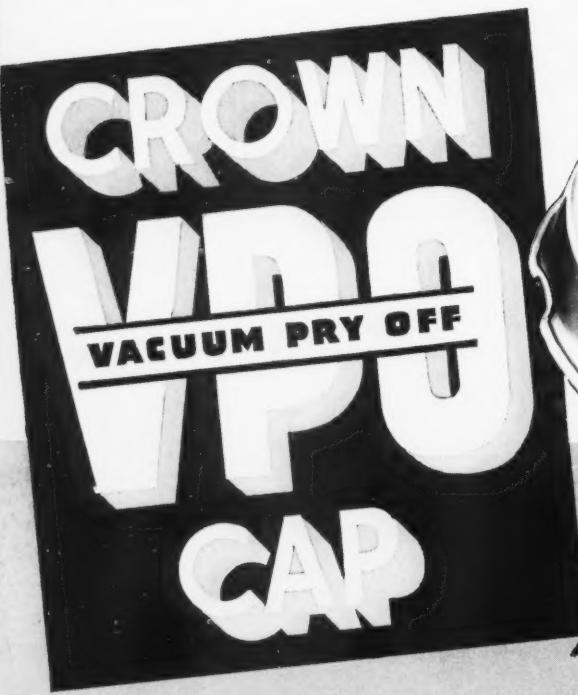
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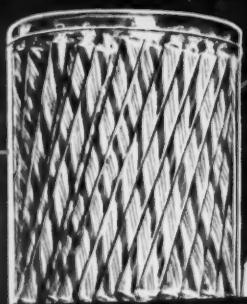


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